

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1932

Fraser's SUN RIPENED SEEDS

62.09



FRASER'S CALIFORNIA
MISSION ZINNIAS

Fraser & Son Ltd.
PASADENA, CALIFORNIA

CALIFORNIA'S
EXCLUSIVE
FLOWER SEED
GROWERS

FRASER'S CALIFORNIA ASTERS

THE QUEEN OF AUTUMN FLOWERS

The improvement of these brilliant Asters has had my special attention and I am proud to recommend them to my customers. They are distinguished by enormous heads of bloom in exquisite colors, long stiff stems, and plants two feet high.

D. G. Fraser

Our special "Sun Curing Process" will prevent most of the cultural troubles affecting the Asters. You will raise sturdier plants, have earlier maturity and more quality bloom with our Aster seed.

Fraser's Calif. O. P.—Crimson, No. 141

Mellow rose-crimson tone per pkt. 25c

Fraser's Calif. O. P.—Rose, No. 142

A bright rose per pkt. 25c

Fraser's Calif. O. P.—Pink, No. 143

A dainty shell pink per pkt. 25c

Fraser's Calif. O. P.—White, No. 144

Pure snow white per pkt. 25c

Fraser's Calif. O. P.—Lavender, No. 145

Gorgeous lavender blue per pkt. 25c

Fraser's Calif. O. P.—Purple, No. 146—Deep violet purple per pkt. 25c

Fraser's Calif. O. P.—Blue, No. 147 per pkt. 25c

Fraser's Calif. O. P.—Apple Blossom, No. 148 per pkt. 25c

Fraser's Calif. O. P.—Plume Mixture, No. 149 per pkt. 50c

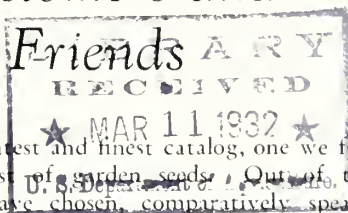
GALLOWAY LITHO. CO. S.F.
MADE IN U.S.A.

Collection Offer No. 150

Any selection of the above
25c packets in separate colors
(6 packets) \$1.00

JAN 25 1932 ©CMA A 88523

A Brief Personal Message to our many Customers and Flower Loving Friends



THIS IS OUR latest and finest catalog, one we feel is something more than just a list of garden seeds. Out of the hundreds of garden flowers we have chosen, comparatively speaking, a small collection. We have chosen the ones which are the best adapted to the amateur's use, as well as the professional gardener, with ample range for a well-balanced garden. We have selected the most outstanding, the most satisfactory from every viewpoint. For years we have been testing and growing these flower specialties to determine their worthiness and this year we have added many new items that have stood the test and proven acceptable.

The sunshine and other climatic advantages which we enjoy at our seed fields are God-given; but the knowledge of seed selection from which improved strains are derived, and the skill we apply to propagation and cultivation were acquired in the hard school of experience. Our seed growing and distributing organization was founded by R. G. Fraser, creator of the famous Busch Gardens in Pasadena, California, who began improving annual and perennial flower seed strains almost a half century ago. From this parent stock our California Sun-Ripened flower seed strains have been developed and perpetuated under perfect climatic conditions that produce healthy, vigorous and productive plants. Seeds that have matured on the plants during the dry, semi-tropical days here in California store up virility and other virtues that result in greater plant strength, intensified color and beauty.

Naturally, we want to sell you our seeds, but that is not where our interest ends. We want those seeds to grow for you, to reach their full beauty. We want to make gardening as little of a task and as much of a joy to you as possible. To that end we have added cultural directions and suggestions for conditions as they exist in our own California and milder sections, and other parts of the country where plants must contend with radical changes of season. We believe that you will profit by these suggestions, that you will be saved many disappointments, and that your faith in the firm of Fraser & Son will be strengthened thereby.

Our seeds are not cheap, but each packet is a generous one filled with Sun-Ripened seeds of first quality and truest type. This seed is always fresh; we sell direct to you, there are no dealers or distributors, which insures you of receiving only good, fresh seeds at all times.

Now is the time to order. The demand for certain varieties often exceeds the supply we have grown, so to avoid disappointment, get your order in early while our stock is complete, and whatever you grow, let it be the best of its kind. All seeds in this catalog delivered post paid.

PRÉSIDENT

A view of our Mission Seed Farms, San Gabriel, California



D. G. FRASER
*California Flower Seed
and Bulb Grower.*



Planting Calendar For North America



MAY

EAST

All annuals may be sown in the open ground. Seedlings from hot beds and cold frames may be set out where they are to grow. Aster, Dahlias and Didiscus can be sown in seed flats outside. Calendula, Calliopsis, Candytuft, Larkspur and the like should be sown where they are to grow. The latter part of the month after the ground is thoroughly warmed. Amaranthus, Zinnias and Celosia may be planted in the open.

SOUTH

Sow all the annuals in the open ground where they are to grow with the exception of the Zinnia.

Start in seed flats Asters, Carnations, Delphinium, Dianthus, Geum, Gaillardia, Nicotiana, Petunia, Salvia, etc.

JUNE and JULY

EAST

Seed of hardy perennials may be started in seed beds in the open ground where the plants will attain a good start during the summer and may be safely wintered over and be ready to flower early next season. Asters and Zinnias—in open ground and all other annuals as in the Month of May.

SOUTH

Sow in the open ground; Late Cosmos and successive sowing of annuals sown in May, adding such varieties as Portulaca, Salpiglossis and Zinnia.

Start in seed flats; Cinerarias and Primulas.

AUGUST

EAST

No sowing should be done in this month other than the starting of some of the more rapidly growing perennials and annuals as in June and July.

SOUTH

Late sowings can be made of early Cosmos and French Marigolds, Salpiglossis and Zinnias.

In seed flats, the Aquilegia, Canterbury Bells, Carnations, Cineraria Coreopsis, Delphinium, Forget-Me-Not, Gaillardia, Hollyhock, Pansy, Pentstemon, Phlox, Snapdragon, Stocks, Verbena, Viola, Wall Flowers.

Many people make their first planting of early flowering Spencer Sweet Peas the latter part of August and thereby secure blooms by Thanksgiving.

SEPTEMBER

EAST

In the cold frame Calendulas, Petunias, Snapdragons, and Stocks can be sown for winter pot blooming.

SOUTH

In the open ground, sow Calendula, Centaurea, Early Cosmos, Dimorphotheca, Gypsophila, French Marigold, Larkspur, Nasturtium, Wild Flowers and the early flowering Spencer Peas, Stocks, Snapdragons.

OCTOBER and NOVEMBER

EAST

Pansies and Forget-Me-Nots may be started in the cold frame.

SOUTH

Sow in open ground Alyssum, Calendula, Centaurea, Clarkia, California Poppy, Dimorphotheca, French Marigold, Godetia, Gypsophila, Larkspur, Linaria, Mignonette, Nemophila, Sweet Peas, Wild Flowers.

In seed flats, Aquilegia, Canterbury Bells, Carnations, Coreopsis, Delphinium, Forget-Me-Nots, Gerbera Gaillardia, Geum, Hollyhocks, Pansies, Pentstemon, Petunia, Phlox, Scabiosa, Snapdragon, Stocks, Sweet William, Stocks, Verbena, Viola, Wall Flowers.

DECEMBER

EAST

There is nothing to be sown, but the cold frames and hot beds should be ventilated on all bright days to keep the plants as well hardened as possible.

SOUTH

Sow in open ground Alyssum, Calendula, Candytuft, Coreopsis, Clarkia, Annual Chrysanthemum, California Poppy, Dianthus, Mignonette, Wildflower.

In seed flats, Aquilegia, Larkspur, Pansy, Phlox, Snapdragon, Stocks.

JANUARY

EAST

In the hot bed sow seed of such flowers as Forget-Me-nots. Pansies, Snapdragons, Stocks and Verbenas.

SOUTH

In open ground sow Alyssum, Calendula, California Wild Flowers, California Poppy, Calliopsis, Candytuft, Centaurea Imperialis, Annual Chrysanthemum, Clarkia, Godetia, Mignonette, Sweet Peas.

In seed flats sow Aquilegia, Delphinium, Larkspur, Phlox, Scabiosa, Snapdragon.

FEBRUARY

EAST

Same directions as those for January apply to February with the addition of Carnations and Salvia which can be sown in the hot bed. Perennial Chrysanthemum.

SOUTH

Sow in open ground Alyssum, Calendula, Calliopsis, Candytuft, Centaurea Imperialis, Clarkia, Coreopsis, Godetia, California Poppy, Gypsophila, Hunnemannia, Larkspur, Linaria, Mignonette, Nasturtium, Nemophila, Phlox, Shirley Poppy and the annual Poppies, Salpiglossis, Scabiosa, Sweet Peas, Wild Flowers.

In seed flats, Ageratum, Aquilegia Asters, Coreopsis, Dahlia, Delphinium, Gaillardia, Godetia, Forget-Me-Not, Hollyhock, Pentstemon, Petunia, Stocks, Viola, Orientale Poppies.

MARCH

EAST

Sow in hot beds those flowers which can be transplanted including Ageratum, Alyssum, Asters, Calendula, Candytuft, Carnation, Celosia, Centaurea Imperialis, Japanese Single Chrysanthemums, Clarkia, Coreopsis, Dianthus, Gaillardia, Gypsophila, Hunnemannia, Petunia, Phlox, Salvia, Scabiosa, Stocks, Verbena, Viola, Wall Flowers.

(In the cold frame start Pansies and Verbenas.)

Sow in hot beds such perennials as Aquilegia, Anchusa, Canterbury Bells, Delphinium, Geum, Pentstemon, Sweet William.

SOUTH

In open ground sow Ageratum, Alyssum, Candytuft, Calendula, Calliopsis Centaurea Imperialis, Clarkia, Coreopsis, Godetia, Gypsophila, Helichrysum, Hunnemannia, Larkspur, Linaria, Marigold, Mignonette, Nasturtium, Phlox, Salpiglossis, Scabiosa, Sweet Peas.

In seed flats sow Aquilegia, Asters, Canterbury Bells, Carnations, Delphinium, Didiscus, Gaillardia, Gerbera, Geum, Nicotiana, Pentstemon, Petunia, Salvia, Stock, Verbena, Viola, Wall Flowers.

APRIL

EAST

Start in the hot beds Calendula and African Marigolds and transplant to the cold frame seedlings from the hot bed that are grown from sowings the month previous.

Start in cold frame Asters, Calliopsis, Cosmos, Larkspur, Zinnias.

SOUTH

In open ground sow Ageratum, Candytuft, Calendula, Centaurea Cyanus, Calliopsis, Centaurea Imperialis, Early Cosmos, Dahlias, Gypsophila, Helichrysum, Hunnemannia, Larkspur, Mignonette, African Marigold, Nicotiana, Nasturtium, Petunia, Salpiglossis, Scabiosa, Verbena, Wall Flowers.

In flats sow Asters, Carnations, Delphinium, Didiscus, Geum, African Marigold, Nicotiana, Petunia, Primulas, Salvia, Stock, Verbena, Zinnias.

OUR CUSTOMER'S PAGE

WE COULD publish hundreds of letters we are constantly receiving from our customers if space would permit. We are proud of such letters and frankly admit it, they are a constant source of encouragement to us, they make us more determined than ever to keep our quality the best.

Few people realize that the average retail seedsman does not grow any of the seed he sells, therefore does not know, as we do, when he is getting only the finest quality possible to grow. That's why seed coming from us is superior, we grow our own seed, we know that the fields have been properly rouged and only the very best flowers allowed to develop for seed. It costs more to do this, that's why we eliminate the middleman and sell direct to you.

Mrs. R. S. Busby of West Palm Beach, Florida, certainly makes her flowers pay—she writes:

"Of the fifteen prizes given by the Southern Dairies, Inc., I won two firsts, one second and two third prizes amounting to fifteen dollars and a half—I have sold twenty-three dollars worth to individuals and to one of our leading florists."

From up in Toronto, Canada, Wm. W. Sharpe writes:

"I am enclosing a snapshot of Zinnias which gained special First Prize at our show in Toronto. —at the Flower Show the Judge had no trouble deciding the First Prize, and many were the inquiries as to where I got the seed. Needless to say I intend buying seed from you next season."

From another prize winner, Mrs. Blanche Smith, Pueblo, Colorado:

"I purchased Collection No. 275 of your seedling Dahlias—Had more pleasure from these dahlias than any flowers I ever raised. Took first prize on them from Colorado State Fair of \$8.00. —Had a package of Lilliput Zinnias No. 100 and a package of Purple and Gold No. 249, also had first prize on these as a zinnia display of \$2.00. I sure like your sun-ripened seeds."

No. 1 From Mrs. D. O. Wenrick, Bradford, Ohio.

No. 2 Asters from Fraser's Sun-Ripened Seed.

No. 3 From Mrs. Wm. Johannes, Merrill, Wis.

Chas. E. Long of East Moline, Ill., tells us about his dahlias: "—The biggest kick I ever got in my life. I want to have four times as many this coming year."

Mrs. D. O. Wenrick, Bradford, Ohio, writes:

"In two flower shows the zinnias and snapdragons took four first and 2 seconds and the asters took two firsts and one second. Every one marveled at the bloom and the judges said they never saw such large and perfect blooms raised by amateurs."

One from an old customer, John D. Holt, Medway, Mass.:

"This is the third season I have used your seeds and have had wonderful success with them. Last year they were especially fine both in size and color. It gives me great pleasure to recommend them."

SPECIAL OFFER

WITH EVERY \$10.00 PURCHASE

A packet of Special Novelty
TITHONIA Speciosa

A native of South America. Known to the Incas but little known by the white man, this beautiful orange-scarlet flower will be a revelation to you. Culture like sunflower, fall flowering. Height 8 ft. Value \$1.00.

WITH EVERY \$5.00 PURCHASE

Your choice of any 50c packet of seed listed in this catalog.

From Mrs. Clyde Rothermel, Gary, Indiana.

"This year I walked away with prizes, not prize and Fraser's Zinnias went a long way to help me do it, in fact I give them all the credit."

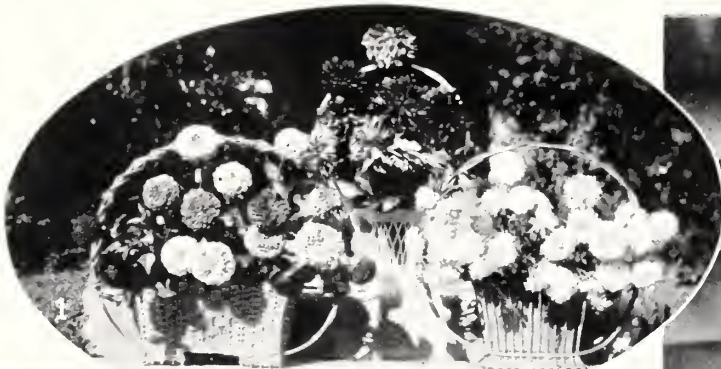
Mrs. Barksdale writes from Jackson, Miss:

"At the State Flower Show in the fall, I won the most coveted zinnia prize with your zinnia, Rose Queen."

From Brockport, N. Y., Zella Scott writes about dahlias:

"The plants were quite a novelty in this locality. In fact, old plant growers hardly believed their eyes, for dahlia seedlings around here have always proven single flowering."

To each customer who sends us a photograph of flowers grown from our seeds which is selected for reproduction in our next year's catalog, we will mail with our compliments a coupon good for a \$10.00 selection of Fraser's Sun-Ripened Seeds. Snapshots may be suitable if they are bright and clear. Photographs must be received not later than November 1, 1932.



FLOWERS . . . are better from Fraser's



ASTERS

Fraser's California Ostrich Plume Aster—A continuous bloomer, gorgeously Tinted and of immense size.

PERSONALLY, we are enthusiastic about asters, with their great variation in form and color, making their culture particularly fascinating to the gardener. They reign supreme in the autumn garden and are invaluable for cutting purposes, as well as for garden display. We offer some exceptionally charming novelties, particularly valuable for exhibition purposes, as well as a full range of the best types in improved strains in clear, lovely colors. All are from seed fully matured in the sun—the kind that produce healthy, vigorous plants and blooms.

HOW TO GROW GOOD ASTERS

Seed should be sown in shallow boxes or flats, using a light, loamy garden soil; sow thin and cover with about one-eighth of an inch with soil, finely sifted and pressed down firmly. Keep the seed bed moist (not wet) either in the house where the temperature and ventilation are good, or in the hot bed in March, or the cold frame in April. Transplant seedlings into pots or boxes, and keep in cold frame until after danger from frosts is past. Transplant to open garden where they are to bloom, setting the plants from 10 to 18 inches apart. Asters may be sown in the open ground in May. They enjoy a rich well-dug soil and a location with some shade in the late afternoon. It is better not to plant asters in the same place two years in succession.

Fraser's California OSTRICH PLUME ASTER

See Inside Cover Page for Illustration

- | | | |
|---------|---------------------------------------------------|--------------|
| No. 141 | Fraser's Crimson — Mellow rose-crimson tone. | Per pkt. 25c |
| No. 142 | Fraser's Rose—A bright rose. | Per Pkt. 25c |
| No. 143 | Fraser's Pink—A shell pink. | Per Pkt. 25c |
| No. 144 | Fraser's White—Snow white. | Per Pkt. 25c |
| No. 145 | Fraser's Lavender — Gorgeous lavender blue. | Per Pkt. 25c |
| No. 146 | Fraser's Purple—Deep purple. | Per Pkt. 25c |
| No. 147 | Fraser's Light Blue. | Per Pkt. 25c |
| No. 148 | Fraser's Apple Blossom. | Per Pkt. 25c |

COLLECTION OFFER NO. 150

Your selection of 6 of any of the above colors \$1.00
If selection is not specified we will supply first

six numbers.

- | | | |
|---------|------------------------------|--------------|
| No. 149 | Fraser's Plume Mixture. | Per Pkt. 50c |
|---------|------------------------------|--------------|

NOVELTY (DWARF-ASTER

Mission All Saints

Fraser's 1932 beautiful baby border asters in colors of salmon, carmine, white and pink that are simply charming. This new Aster is of a very dwarf, compact globular habit, 10 inches high, late, free and very long flowering. Flowers of the upright new Aster-Type, fine double and well keeping. Very useful for bedding and border purposes.

- | | |
|---------|--------------------------------------------------|
| No. 331 | All Saints Mixture, Per Pkt. 50c; 5 Pkts. \$2.00 |
|---------|--------------------------------------------------|

Select, California Sun-Ripened . . . SEEDS

FRASER'S RAINBOW ASTERS

Fraser's New Rainbow Aster is an improved strain of wilt resistant single aster. The beauty of these large flowers in their delightful clear colors defies description. In vases, in combination with other flowers, or by themselves, they create a most refreshing picture. This aster is a most charming and graceful addition to any garden, and it will do anywhere that asters grow. Planting treatment is the same as given for asters on the preceding page.

- No. 290 **Rainbow Pink**—A delicate flesh pink
Per Pkt. 25c
- No. 291 **Rainbow Carmine**—Same color as the American Beauty Rose.....Per Pkt. 25c
- No. 292 **Rainbow Lavender**—A beautiful clear lavender of a remarkable size.....Per Pkt. 25c
- No. 293 **Rainbow Crimson**—The brightest of all these asters, an excellent crimson shaded to scarletPer Pkt. 25c
- No. 294 **Rainbow Rose**—Deep rose pink. A magnificent flower, fine for basket decoration
Per Pkt. 25c
- No. 298 **Rainbow White**—A very large pure white. Will blend beautifully with any one of the above colorsPer Pkt. 25c

COLLECTION OFFER NO. 300

All of the above 25c packets in separate colors
(6 packets) for \$1.00

- No. 299 **Rainbow Blend**—A fine mixture of selected rainbow colorsLge. Pkt. 50c

AMERICAN BEAUTY ASTER

- No. 359 A beautiful type, the blooms are large profuse and handsome. Grows about 2½ feet good growing habit and makes a grand end-of-summer aster. Mixed. Per Pkt. 50c



California Sunshine Aster—An outstanding Novelty.

CALIFORNIA SUNSHINE ASTER

This is a new type of striking beauty. The flowers are semi-double, yet have the airy grace of the crown aster, greatly enhanced by the center of small, quilled petals in contrasting color. We feel that this aster will win a permanent place in your garden.

- No. 339 **Sunshine Mixture**..Per Pkt.50c; Lge.Pkt.\$1.00

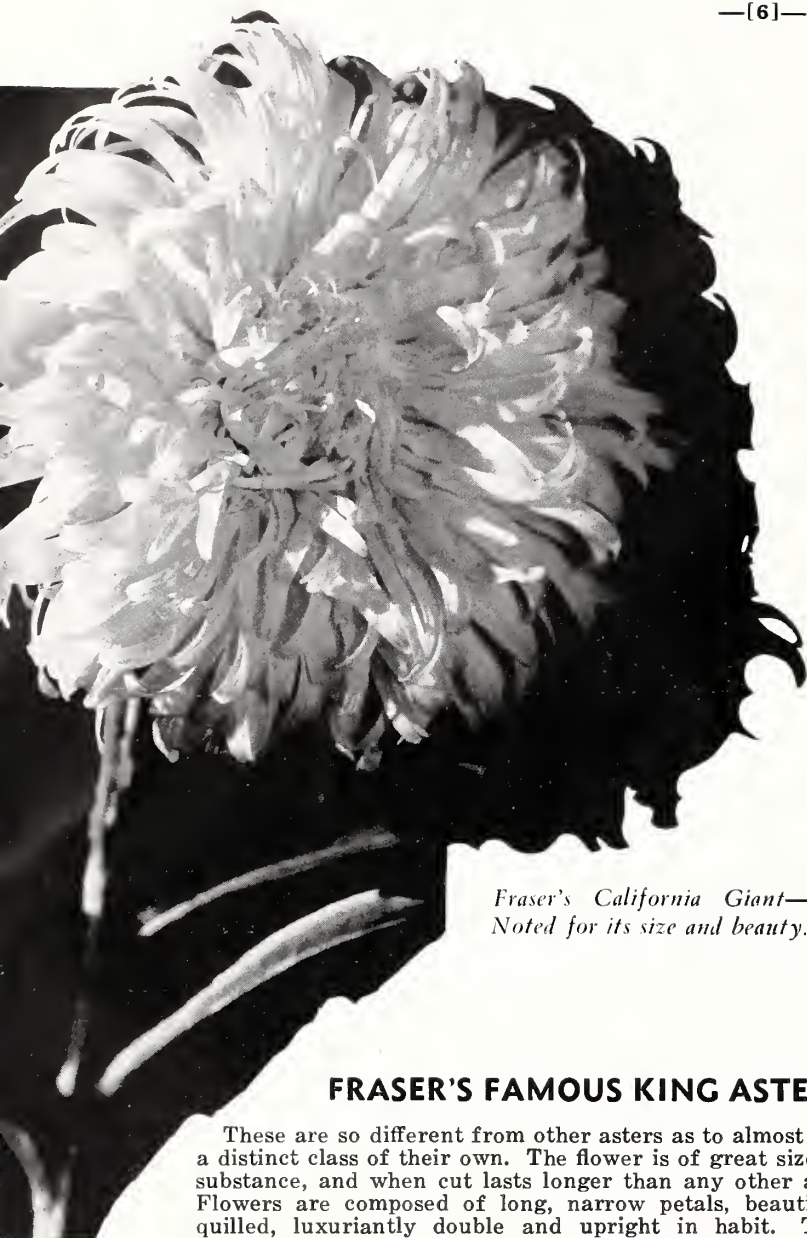
FRASER'S POM POM OLD ROSE ASTER

A NEW double dwarf aster of a beautiful old rose shade. Decidedly different. Wonderful for border and mass planting. Plants grow 14 inches. Branching habit. A novelty of our own introduction.

- No. 332 **Fraser's Pom-Pom Old Rose**...Per Pkt. 50c

This is our famous wilt-resistant Rainbow Aster.





*Fraser's California Giant—
Noted for its size and beauty.*

ASTERS

from Fraser's
Sun-Ripened Seeds

CALIFORNIA GIANT ASTERS

OUR STRAIN of these new Giants, recently introduced, is a non-lateral branching type which does not require disbudding. Plants grow three or more feet, producing enormous flowers on long, strong stems. A superb cutting flower. Five lovely colors.

- | | | |
|---------|------------------------------------------|--------------|
| No. 310 | Giant Blue —Clear azure blue | Per Pkt. 25c |
| No. 311 | Giant Pink —Delicate shaded pink. | Per Pkt. 25c |
| No. 312 | Giant Purple —A rich purple. | Per Pkt. 25c |
| No. 313 | Giant White —A snow white. | Per Pkt. 25c |
| No. 314 | Giant Rose —A deep, rich rose. | Per Pkt. 25c |

COLLECTION OFFER NO. 320
All above 25c packets for \$1.00

- | | | |
|---------|----------------------------|--------------|
| No. 319 | Giant Mixture | Per Pkt. 50c |
|---------|----------------------------|--------------|

FRASER'S FAMOUS KING ASTER

These are so different from other asters as to almost form a distinct class of their own. The flower is of great size and substance, and when cut lasts longer than any other aster. Flowers are composed of long, narrow petals, beautifully quilled, luxuriantly double and upright in habit. These mid-season asters grow from 1 to 1½ feet high. Fraser's King Asters are far superior, due to the long, dry season in which all our Sun-Ripened seeds mature.

- | | | |
|---------|----------------------------|--------------|
| No. 322 | Crimson King | Per Pkt. 25c |
| No. 323 | Lavender King | Per Pkt. 25c |
| No. 324 | Rose King | Per Pkt. 25c |
| No. 325 | Violet King | Per Pkt. 25c |
| No. 326 | White King | Per Pkt. 25c |

COLLECTION OFFER NO. 330
One each of the above colors, 5 packets \$1.00

- | | | |
|---------|---------------------------|--------------|
| No. 329 | King Mixture | Per Pkt. 50c |
|---------|---------------------------|--------------|

ALYSSUM

THAT DAINTY, honey-sweet little flower found in almost every garden—an annual to be sown where it is to grow. Useful as an edging plant, as a ground-cover over bulb beds, to mass in otherwise neglected spots. The dwarf types listed below are excellent for the rock garden. Will not germinate in hot dry weather.

- | | | |
|-------|----------------------------------------------------------------------------------------|--------------|
| No. 4 | White Gem —Plant grows 5 inches high, covered with sparkling white flowers..... | Per Pkt. 25c |
| No. 5 | Lilac Queen —Makes a delightful contrast with the white | Per Pkt. 25c |

California Giant Asters grown by Mrs. H. M. MacKinnon, Lewiston, Idaho, who says:

"I am more than pleased with the Asters I got from you last spring; some of them measured 5½ inches across. Considering the short season and the scarcity of water they were really wonderful. Everyone admired them."



Fraser's

NEW SPECIALTIES

ANCHUSA

A hardy annual that provides, either in the tall growing sorts or the dwarf type, a dependable source of that much-sought blue note in the garden. Enjoys some shade.

- No. 61 **New Annual Blue Bird**—Will bloom all summer from spring-sown seed. Has sprays fully eighteen inches long, laden with deep blue flowers. Per Pkt. 25c
- No. 62 **Capensis**—Dwarf with forget-me-not blue flowers.....Per Pkt. 25c
- No. 63 **Annual Blue Bonnet**—Blooms in 90 days. A lovely pale blue variety. For tall borders or background. Will bloom continuously from June to early August if seed pods are picked off.....Per Pkt. 50c

AMARANTHUS

When it is better known, we prophesy a tremendous popularity for this foliage plant easily grown from seed, of striking beauty; at its best in late summer and fall gardens. The foliage is a rich green at the base but seems to burst into flame at the top of the plant. Use it to light up the shrubby borders.

- No. 895 **Molten Fire or Bonfire**—A variety as spectacular as the name implies—a vigorous grower..Per Pkt. 25c
- No. 897 **Flaming Fountain Plant** — Long, graceful, willow-like foliage, tinted crimson and gold.....Per Pkt. 50c



Ageratum—Fraser's Blue Boy. Our 1932 Novelty, winsome and dainty. Excellent for bedding, border and the rock garden.

AGERATUM

Ageratums flower over a long period of time, the winsome blue flowers of this half-hardy annual growing in compact clusters. Flowers from this new variety are delightful for bouquets. Plant in a sheltered spot and cover seed very lightly when the ground is warm, or start in seed flats and transplant. Set six inches apart. Blooms eight to ten weeks after sowing.

- No. 2 **Fraser's Blue Boy**—Large, bright blue flowers, uniform throughout and the truest blue of all large flowering ageratums. Good for rock gardens or edging. Per Pkt. 25c

Aquilegia—COLUMBINE

A hardy perennial which is enjoying a widely increased popularity due to the extraordinary grace and beauty of the new long-spurred varieties. They must be sown in the fall for spring blooming and thrive in semi-shade in soil well-mixed with leaf mold. They are slow to germinate, often taking almost two months. We offer a very select strain in the most desirable shades.

- No. 6 **Copper Queen**—Quite the loveliest Columbine yet produced. The petals and outside of the corolla are rich copper shades, the long spurs being darker shade. Per Pkt. 50c
- No. 7 **Long-spurred hybrids**—blue ..Per Pkt. 25c
- No. 8 **Long-spurred hybrids**—pink ..Per Pkt. 25c
- No. 9 **Long-spurred hybrids**—Mixed Per Pkt. 25c
- COLLECTION OFFER NO. 10**
All of above packets for \$1.00

- No. 1 **Fraser's Comet Columbine**—New Dwarf in stature but the largest flowers of all. Vivid, penetrating neon blue with creamy center. Wonderful for rockeries and cutting Per Pkt. \$1.00; 6 Pkts. \$5.00

*Amaranthus —
Molten Fire.*



*Amaranthus—
Flaming Fountain*



SNAPDRAGONS *are bigger and better*



New Los Angeles Maximum Snapdragon in one of our growing fields. Our customers have been buying this variety for the past two years and we are still recommending it as one of our best in view of its rare color and vigorous habit. Selection of seed for the preservation and improvement of the strain receives the personal attention of Mr. D. G. Fraser.

MEDIUM, LARGE FLOWERING SNAPDRAGONS (Nanum)

This popular group is most valuable for bedding purposes. The plant is more compact in habit and will grow 1½ to 2 feet high. Very free flowering. The flowers are closely set on good spikes.

- No. 640 **Medium Pink Perfection**—Beautiful Hermosa pink suffused salmon.....Per Pkt. 25c
 - No. 641 **Medium Empress**—Rich velvety crimson. Brilliant shadePer Pkt. 25c
 - No. 642 **Medium Carmine Queen**—A very bright rose carmine.....Per Pkt. 25c
 - No. 643 **Medium Silver Pink**—A magnificent pearly pink. A clear delicate color.....Per Pkt. 25c
 - No. 644 **Medium Defiance**—Rich orange scarlet.Per Pkt. 25c
 - No. 645 **Medium Prima Donna**—A beautiful terra cotta pink. White marking.....Per Pkt. 25c
- COLLECTION OFFER NO. 650**
All the above six 25c packets for \$1.00
- No. 649 **Medium Snapdragon, Mixed**—Containing all the above six colors.....Lge. Pkt. 50c

NEW LOS ANGELES SNAPDRAGONS (Maximum)

This marvelous new color, a beautiful salmon-rose—identical in color to the famous Los Angeles Rose—has never before been obtained in the Maximum Antirrhinum. It combines a beautiful shade of salmon with Begonia Rose. It is sure to create a sensation in your garden. It is a vigorous grower.

No. 825.....Per Pkt. 50c; 5 Pkts. for \$2.00

NEW NOVELTIES FOR 1932

NEW HYBRID, MEDIUM SNAPDRAGONS (Nanum)

- No. 651 **Talisman**—TangerinePer Pkt. 50c
- No. 652 **Golden Emblem**—YellowPer Pkt. 50c
- No. 653 **Rose Marie**—Deep Rose.....Per Pkt. 50c
- No. 654 **Hadley**—Dark Red.....Per Pkt. 50c
- No. 655 **Daily Mail**—Salmon Pink.....Per Pkt. 50c

COLLECTION OFFER NO. 660
All five of above Novelties for \$2.00

grown from Fraser's Sun-Ripened SEEDS

NEW GIANT SNAPDRAGONS (*Antirrhinum Maximum*)

THIS wonderful new strain is superior to anything yet introduced, and will prove a revelation to those who know only the ordinary garden snapdragon. They grow to four feet. The immense flowers of beautiful texture are closely set on long graceful stems.

- No. 810 **Giant Apple Blossom**—Soft apple blossom pink with yellow lip and white markings. Solid flower spikes..... **Per Pkt. 50c**
- No. 811 **Giant Canary Bird**—Beautiful bright canary yellow. Excellent cut flowers.... **Per Pkt. 50c**
- No. 812 **Giant Copper King**—Rich bronze scarlet, showing a rich, velvety sheen.... **Per Pkt. 50c**
- No. 813 **Giant Old Gold**—Pure golden yellow. A most effective color..... **Per Pkt. 50c**
- No. 814 **Giant Purple King**—Deep reddish purple or garnet. A very striking color. **Per Pkt. 50c**
- No. 815 **Giant Snowflake**—Wonderful cream white of soft texture. Massive spikes **Per Pkt. 50c**
- No. 816 **Giant Rose**—Flowers of extraordinary size of clear rose-pink..... **Per Pkt. 50c**

COLLECTION OFFER NO. 820

All of the above 50c full size packets
(7 packets) for \$2.00

- No. 821 **Giant Snapdragon Majus Mixed**—All the above colors in one packet for..... **\$1.00**

TALL, LARGE FLOWERING SNAPDRAGONS (*Majus*)

THIS STRAIN will grow 2½ to 3 feet. They are excellent for bedding. The individual flowers are very large and somewhat loosely set on beautiful long spikes. Exceptionally fine for cutting. We offer a very choice selection of six varieties.

- No. 625 **Tall Cardinal**—A dazzling scarlet. Long spikes **Per Pkt. 25c**
- No. 626 **Tall Coral Rose**—Coral rose..... **Per Pkt. 25c**
- No. 627 **Tall Harmony**—Terra cotta orange shaded rose **Per Pkt. 25c**
- No. 628 **Tall Pink Venus**—Flesh pink with white marking **Per Pkt. 25c**
- No. 629 **Tall Rose King**—Deep rose. One of the finest **Per Pkt. 25c**
- No. 630 **Tall Torchlight**—Bright orange with a yellow lip **Per Pkt. 25c**

COLLECTION OFFER NO. 635

All the above six 25c packets for \$1.00

- No. 634 **Tall Snapdragons, Mixed**—Containing all the above six colors..... **Lge. Pkt. 50c**

BROWN-EYED DAISY—*Cosmidium*

You will like this appealing, colorful little flower. The brown center from which it derives its name is circled with maroon and edged with bright, cheerful golden-yellow. It is little known but its popularity is instant with the gardener once they are in bloom. A native of South America, grows 1½ feet high. Wonderful for bedding, border and cut flowers. Planted from May to June where they are to grow, will flower in 70 days from seed. It is a distinctive novelty for this year.

- No. 64..... **Per Pkt. 50c**



Fraser's New Giant Maximum Snapdragon—Old Gold

BETTER - seeds from Grower direct to you



Calendulas—Essence of sunshine, grown from our Sun-Ripened seeds take on a greater brilliance of color.

CALENDULA—Pot Marigold

FRASER'S CALENDULA seed will produce for you the most faithful flowers in your garden, furnishing it with masses of glowing color and supplying your home with cut flowers from early summer until after frost. Grown from our Sun-Ripened Seeds, these flowers seem to take on added brilliance of color, as well as greater vigor. Our strain is much larger and finer in every way than the old type Grandmother raised.

Calendulas will thrive in almost any soil on a minimum of care. In California or mild sections it is simplest to sow them where they are to grow, two or three seeds together, spaced at intervals of 12 inches. When they germinate and throw out their first pair of leaves, select the thriftiest one and pull out the others, leaving one plant to mature in each planting. Elsewhere, they can be started in hot bed in March or April, and transplanted to open ground in May.

- No. 410 **Fraser's Improved Orange**—A rich golden orange. Large double flowers. **Per Pkt. 25c**
- No. 411 **Fraser's Improved Yellow**—Large, lemon yellow **Per Pkt. 25c**
- No. 414 **Sensation**—Brilliant Orange, fine large flower, dark center. Double. **Per Pkt. 25c**
- No. 415 **Ball's Gold**—Golden yellow. **Per Pkt. 25c**
- No. 416 **Radio**—Quilled petals distinguish this interesting new variety. Clear orange. **Per Pkt. 25c**

COLLECTION OFFER NO. 421

- All above 25c packets in five separate colors \$1.00**
- No. 420 **Golden Splendor Mixture**—Above mixed and striped varieties. **Lge. Pkt. 50c**

CANDYTUFT—Umbellata

WE CANNOT imagine anyone not knowing this long-time favorite garden annual, so useful for edgings and borders. We offer a select strain which is amazingly prolific with bloom.

For early flowering they may be started in a hot bed in March. Successive plantings in May and June will maintain a sequence of bloom from early until late summer. Give them a sunny location and well-limed soil; for larger blossoms, occasional applications of manure.

- No. 422 **Candytuft Flesh Pink**..... **Per Pkt. 25c**
- No. 423 **Candytuft Lavender** **Per Pkt. 25c**
- No. 424 **Candytuft Rose** **Per Pkt. 25c**
- No. 425 **Candytuft Carmine** **Per Pkt. 25c**
- No. 426 **Candytuft Crimson**..... **Per Pkt. 25c**
- No. 427 **Candytuft White**..... **Per Pkt. 25c**

COLLECTION OFFER NO. 430

All above 25c packets in six separate colors \$1.00

- No. 429 **Candytuft Mixed** **Per Pkt. 50c**
- No. 428 **Giant Hyacinth Flowered, White**. **Per Pkt. 50c**

CALLIOPSIS (Annual)

WE DO NOT recommend the tall varieties as they grow into ugly, leggy plants.

The dwarf Calliopsis is a splendid thing for edging, low massed plantings or rockeries. The richly marked flowers come in shades of yellow, orange and mahogany. Plants grow about one foot high and are of easy culture. Sow where they are to grow. The two listed below are the best and fine for cutting.

- No. 477 **Golden Wave**—A glorious yellow with mahogany zone..... **Per Pkt. 25c**
- No. 478 **Yellow Wave**—Clear yellow. **Per Pkt. 25c**

Fraser's Superb New

VARIETIES

CELOSIA

PEOPLE HAVE finally discovered what a splendid effect they can achieve through the liberal use of Celosia. New types and improved strains have been partly responsible for the increased popularity. The plant is interesting and highly ornamental and not at all difficult to grow. It is widely used as a pot plant as well as in the garden.

Celosias respond to good culture. They like a rich soil that is not too heavy. For early bloom, start the seeds in the hot-bed in March and transplant to open ground the latter part of May, when the ground is warm.

Celosia Plumosa—Flower heads look like colored pampas plumes. Plants grow about 3 feet high.

No. 71 A range of Crimson, Dark Pink, Pink and yellow, MixedPer Pkt. 25c

Celosia Plumosa, Dwarf—A special novelty suitable for pot plants, not over a foot high but the bloom is as large and perfect as of the large type.

No. 72 Novelty—A range of crimson, pink, and yellows, mixedPer Pkt. 50c

Celosia Childsii, Chinese Woolflower—The heads in this variety suggest huge balls of silky wool set at the top of stems averaging about 18 inches in length.

No. 73 A range of crimson, pinks and yellows, mixedPer Pkt. 25c

CELOSIA CRISTATA—SEE COXCOMB PAGE 12.



Chinese Woolflower.



Pampas Plume Celosia.

CARNATIONS—Fraser's Beauty Strain

NOTHING FINER than the new Improved California Beauty Carnations has been offered in the centuries during which this flower has been cultivated. They bloom in five months from seed planting, continuing throughout the summer. The plants have exceptional vigor, with upright habit, producing from ten to twenty stalks, and flowers of great size.

Carnation seed should be sown in the hot bed in February, transplanted two or three times as plants develop, and set into open ground in May.

No. 103 **Fraser's Red Beauty**—A cardinal red. Per Pkt. 25c

No. 104 **Fraser's Crimson Beauty**—A rich crimson. Per Pkt. 25c

No. 105 **Fraser's American Beauty Rose**—A fine, deep rose, clear shadePer Pkt. 25c

No. 106 **Fraser's Pink Beauty**—A seashell pink. Per Pkt. 25c

No. 107 **Fraser's Salmon Rose Beauty**—Salmon rose. Per Pkt. 25c

No. 108 **Fraser's White Beauty**—White.....Per Pkt. 25c

COLLECTION OFFER NO. 110

No. 109 **Fraser's California Beauty Mix**—Six colors including those listed above.....Per Pkt. 50c

CANTERBURY BELLS—Campanula Superba

THERE is magic in the very name of this old-time favorite. The best of the modern strains take on even greater beauty than the older ones ever knew. You may be sure our strain is the best possible to grow, the plump, sun-ripe seeds sending up plants to a height of 3 feet, covered with a profusion of dainty bell-like flowers. Being a hardy biennial, it will bloom the first year if started early under glass. Set plants into well prepared beds.

FRASER'S SUPERBA CUP AND SAUCER TYPE

No. 65 **Rose**Per Pkt. 35c

No. 66 **Dark Blue**.....Per Pkt. 35c

No. 67 **Light Blue**.....Per Pkt. 35c

No. 68 **White**Per Pkt. 35c

COLLECTION OFFER NO. 70

All above four packets \$1.00

No. 69 **Mixed**Per Pkt. 50c

The best Carnation seed that grows,—the best that can be grown.

Fraser's Beauty Strain Carnation



FAVORITES

from California's

Centaurea Cyanus—DOUBLE CORNFLOWER BACHELOR'S BUTTON

A flower that few gardeners care to be without, for they are of easiest culture, showy in the garden and splendid for cutting. They ask little and give much, often self-sowing from one season to another.

Give them a rich soil, broadcasting the seed where they are to bloom sowing at intervals of three weeks from spring to middle summer. In this way you will have these charming cutting flowers all summer, into late fall.

- No. 74 **Fraser's Blue**—Large double flowers of true bluePer Pkt. 25c
 No. 75 **Fraser's Maroon**—Deep color.....Per Pkt. 25c
 No. 76 **Fraser's White**—Very double.....Per Pkt. 25c
 No. 77 **Fraser's Rose**—Soft pink.....Per Pkt. 25c
 No. 78 **Fraser's Carmen**—Flashing red Per Pkt. 25c

COLLECTION OFFER NO. 80
 All of above 5 packets for \$1.00

- No. 79 **Fraser's Mix**—Of above colors..Per Pkt. 50c

Centaurea Imperialis—SWEET SULTAN

An indispensable annual, as valuable for cutting as it is for garden display. Our strain is a very early blooming one, with long, stiff stems, very large and double flower-heads, sweetly fragrant. The colors are simply beautiful. Anyone can grow these flowers.

Give them rich soil, planting the seeds about a quarter of an inch deep; as soon as the ground is warmer, thin out so the plants are 12 or 14 inches apart. They will grow from two to three feet tall.

- No. 83 **Fraser's Amaranth Red**—A new color—outstanding for exhibition purposes.....Pkt. 50c
 No. 84 **Fraser's Brilliant Rose**.....Per Pkt. 25c
 No. 85 **Fraser's Deep Lavender**.....Per Pkt. 25c
 No. 86 **Fraser's Purple**Per Pkt. 25c
 No. 87 **Fraser's White**.....Per Pkt. 25c

COLLECTION OFFER NO. 89
 All of above packets for \$1.00

- No. 88 **Fraser's Mix**—Of above colors Per Pkt. 50c

CHEIRANTHUS — Siberian Gold Flower

An early perennial with rich, velvety orange flowers which never grows more than a foot high and is, therefore, a distinct addition to our list of planting subjects suitable for rockeries and low border or bedding effects. It will carry on the succession of bloom for the yellow color scheme of your garden, flowering throughout the season if the flowers are picked so the seedpods do not form. It may be treated exactly as the Calendulas or sown in open ground in the spot where it is to grow, getting the seed into the ground in May, June or July.

- No. 81.....Per Packet 50c

COREOPSIS (Perennial)

One of the easiest grown and best liked of the hardy perennials, and highly prized for cutting purposes in the spring and summer garden.

- No. 113 **Fraser's Lanceolata Grandiflora**—Single golden flowers of great size....Per Pkt. 25c
 No. 114 **Fraser's Flora Plena**—Something new. The flowers are semi-double and clear gold. Much admired by all.....Per Pkt. 50c

CINERARIAS—Fraser's Prize

These flowers are the most gorgeously colored blooms to be had for winter blooming. They are biennials treated as annuals and are splendid for pot culture. Those in severe winter climates can enjoy them as house or conservatory plants, while in California or other mild sections, they are perfectly hardy for the open garden. A shady situation should be given them, the north side of the house, beneath trees, or in among the shrubbery.

Sow seed in pans filled with a good, light, sandy compost, in spring up to the beginning of July. Transfer to small pots as soon as the seedlings have developed their leaves, and re-pot as the plants require it. They should be grown in a cold frame until frost necessitates their removal to a greenhouse. Even in winter they should not receive much artificial heat. Will come into bloom from Christmas to May. In California and mild sections sow in July and August and transplant to shady location when large enough.

- No. 101 **Semi-Dwarf Grandiflora Hybrid**—Extraordinary large flowers on dwarfish plants of uniform growth. They have a wonderful range of colors: purple, blues from dark to light, reds, salmon and rose, white and white with richly colored edges. Spectacular for mass bedding.....Per Pkt. 50c
 No. 102 **Stellata or Star**—Clusters of star-like blossoms in delicate shades. Grows two feet, fine for backgrounds. Effective in pots. Treat same as grandiflora.....Per Pkt. 25c

CLARKIA ELEGANS—Butterfly Flower

One of the most beautiful of our garden annuals has been developed from this California wildflower. The modern varieties now offer a wide range of lovely colors. Our strain produces thrifty plants with long sprays thickly set with very double flowers, suggesting blossoms of ornamental or flowering cherry.

They grow easily from seed and should be started in the cold frame in March, or in the open ground in May, except in California or other very mild sections where they can be sown in the fall for spring blooming. They enjoy partial shade but will accommodate themselves to either sun or shade.

- No. 82 **Fraser's Double Choice**—Mix of rainbow colorsPer Pkt. 50c

COCKSCOMB—Celosia Cristata

This variety with the cockscomb form gave these plants their common name. The heads are very thick and silky in rich colors.

- No. 111 **Fraser's Giant**—Large compact heads on sturdy stocks 12 inches high, rich and brilliant colors. A novelty.....Per Pkt. 25c
 No. 112 **Fraser's Prize Dwarf**—Mammoth heads but growing on short 6 inch stems, foliage almost hidden by large combs....Per Pkt. 25c

Chrysanthemum Annual PAINTED DAISY

Our strain grown on our seed farm is an improved variety of this useful summer garden annual. They are easily grown from seed and make a showy planting about 2½ feet high covered with daisy-like flowers.

- No. 115 **Fraser's Painted Daisy Mixture**—Singles of the most beautiful colors.....Per Pkt. 25c
 (Perennial variety see page 15)

Exclusive Flower Seed

GROWERS



CALIFORNIA POPPIES

NOTHING more remarkable in the way of hybridizing has been accomplished than the gorgeous self-colors and color combinations that have been evolved from the California Poppy. The original golden cup that was known as the true California Poppy, has furnished the base for a truly remarkable color range. The size has been greatly increased and the vigor of the plant as well, and the petals of the flowers have been charmingly frilled and ruffled. The silvery green of their lacy foliage forms a perfect setting for the blossoms. As a cut flower they are far more satisfactory than many people realize, the trick being to cut the flowers in the early morning before the new buds open. If you have not grown California Poppies, you will experience a new delight if you plant them this year. Our strain has been most carefully developed and will insure you the utmost satisfaction.

CULTURAL NOTE:

Poppies do not transplant readily and they should be sown where they are to bloom. The ground should be well prepared and well pulverized before their sowing and the seed should be raked into loose soil lightly. The bed should be kept moist until after the plants are up and well established. In the Eastern states, sow them in the open ground in April and May, and in California and other mild sections, from October to March. The seed may be broadcast by mixing one tablespoon of poppy seed to one quart of sand for even distribution over planting area and the plants thinned to 8 inches apart when they are well up, or they may be sown in rows 18 inches apart and the plants thinned later to the proper spacing. Be sure to keep the old flowers well picked for a continuous mass of colorful blossoms.

COSMOS—Extra Early

Another much favored annual, supplying the late summer and fall gardens with quantities of artistic-shaped flowers, much wanted for cutting purposes.

The seeds can be sown in open ground about the middle of June in mild sections and in March and April in the hot bed or cold frame in colder sections of the country, thinning the germinating plants to three inches apart. When they are transplanted, after the ground is thoroughly warm, they should stand two feet apart. Cultivate frequently but lightly for best results. If the tops are pinched out when the plants are about ten inches high the plants will become more bushy and compact in growth.

- No. 461 **Fraser's Early Pink Cherokee**—Mammoth flowering type, color like the beautiful single Cherokee Rose.....Per Pkt. 25c
- No. 462 **Fraser's Early Red Cherokee**—Mammoth flowering. Bright red like the well known Red Cherokee Rose.....Per Pkt. 25c
- No. 463 **Fraser's Early White Cherokee**—Mammoth flowered a pure white like the White Cherokee Rose.....Per Pkt. 25c
- No. 464 **Fraser's Color Harmony Mix**—A choice blend of all above colors.....Per Pkt. 50c
- No. 465 **Fraser's Klondike Gold**—A late single, suitable for Southern States only. A profusion of glistening tangerine gold flowers covering plants 5 feet high. Fine for cutting. Likes full sun.....Per Pkt. 50c

CYNOGLOSSUM—Chinese Forget-Me-Nots

A most distinct addition to any garden, a plant that grows very rapidly from seed sown in the spring after frosts are over, and which blooms until late fall. The flower branches are often 18 inches long and thickly set with flowers of turquoise blue, deeper than the true forget-me-not, only larger. A wonderful mixer in bouquets. Sow seed in March or April.

- No. 116 **Fraser's Select**.....Per Pkt. 25c

- No. 485 **Poppy Scarlet Shades**—Including a new deep scarlet of the tulip-flowered type.
Per Pkt. 25c
- No. 486 **Poppy Orange Shades**—Beautiful fluted and double types in rich orange.....Per Pkt. 25c
- No. 490 **Poppy Crimson Shades**—Rich crimson shades, including a fluted type
Per Pkt. 25c
- No. 493 **Poppy Yellow Shades**—New fringed yellow and yellow shades.....Per Pkt. 25c
- No. 499 **Poppy Pink Shades**—Bright and delicate shades of pink.....Per Pkt. 25c
- No. 504 **Poppy Carmine Shades**—Deep carmine shades including a lovely frilled type.
Per Pkt. 25c

COLLECTION OFFER NO. 509

Your choice of any three of the 25c packets listed above for 50c

COLLECTION OFFER NO. 511

All of the 25c packets in separate shades listed above (6 packets) for \$1.00

- No. 506 **Monterey Poppyland Formula**—These poppies are the direct descendant of the wild poppies abounding around the Monterey Bay district. New improved colors of more vivid and striking shades than we have ever offered heretofore.....Per Pkt. 50c

COLORFUL

hardy and easy to grow

CALIFORNIA WILDFLOWERS

OUR California Wildflower Seed Formulas will grow anywhere in the United States or Canada with the most ordinary care. They have been proportioned to produce a succession of bloom over a period of many months.

California Wildflowers are especially adapted to beds and areas that receive little or no care, or to some unused corner. They will do equally well in shrubby borders along wooded walks, or in sections of the garden set aside for wild or natural plantings. They are also very effective when sown in the rock garden. Note: A plan has been recently formulated in different cities to plant these seeds in vacant lots, as they thrive well under almost all conditions, and dress up the appearance of the neighborhood considerably. Plant our California Wildflower Formulas and have a bit of California floral charm in your own garden.

- No. 11 **Wildflower Formula**—California Poppies in six selected colors.....Per Pkt. 25c
- No. 22 **Wildflower Formula**—California Wildflowers in a general mixture of many choice varietiesPer Pkt. 50c
- No. 33 **Wildflower Formula**—Six selected varieties for sowing in partly shaded areas. Per Pkt. 25c
- No. 44 **Wildflower Formula**—A beautiful blend in orange, yellow and cream shades. Per Pkt. 25c
- No. 55 **Wildflower Formula**—A mixture in blue, purple, and lavender colors.....Per Pkt. 25c

COLLECTION OFFER NO. 60

A novel collection containing one packet of each of the above formulas (5 packets) for \$1.00

CULTURAL NOTE

Cultivate and prepare ground in the usual manner, by raking the surface as fine and smooth as possible. Seed bed should be firm. Sow seed broadcast. For an easy way to sow seed broadcast, mix seed at the rate of a spoonful to a quart of dry sand. Rake in very lightly with a garden rake. Just before a rain is a good time to sow. Frequent watering in a dry year will bring better results. In the East, sow after all danger of frost. In California sow from October to February.

FRASER'S CALIFORNIA WILDFLOWER FORMULAS are superior mixtures of the more hardy and decorative sorts of California wildflowers. They contain Wild Snapdragons, several Lupinus, Baby Blue Eyes, Wild Coreopsis, Indian and Pink Paint Brush, Evening Primrose, Tidy Tips, Wild Heliotrope, California Poppies, Gilias, Godetias, Blue Bells, Buttercups, Blazing Stars, and many others. *Our California friends will find Fraser's California Wildflower collection a wonderful gift to their friends in the Eastern states.* (Cultural notes on each packet.)

Quantity Prices For Planting Large Areas or Estates

We have been asked many times regarding quantities necessary for sowing large areas. We recommend approximately five pounds per acre where there is an existing growth of shrubbery and trees and eight pounds for a clear acre.

Prices on quantity, Mixed Formula \$7.50 per pound
\$4.00 per half-pound

From the Landscape Department of the City of Sumter, S. C.

"Last fall I planted your collections of wildflower seeds and now some of them are blooming and I find them the most charming ground cover I have ever seen."

Mrs. Julia Lester Dillon,
City Landscape Gardener.

And again in a later letter she says:

"The yellow flowers planted last fall of the wildflower stock took the Garden Club prize in March and the Flower Show award in April—so we are pleased."

Mrs. D. H. Carter of Elnora, Ind., writes about the Wildflowers:

"These flowers are beautiful. Each week a different color predominates in this bed. This is the first bed of Wildflowers grown in this community and every one who has seen them thinks they are very pretty."



Fraser's New **CHRYSANTHEMUM**

OUR strain was developed in the Busch gardens over 15 years ago by the founder of this company, Mr. R. G. Fraser. This year, for the first time we are offering the seed to our customers and flower loving friends as a vastly improved strain over the ordinary perennial chrysanthemum familiar to most all gardeners. By careful selection of parent stock for improvement and preservation we have perfected our strain so it may be treated as an annual that will produce as great a profusion of blooms the first year from seed as when carried over into the second year. It offers all the fascination and possibilities for producing and fixing a new variety as dahlias planted from seed.

There are varieties that come in early and those that flower later, so the succession of bloom is carried on. The colors are charming, the flowers single or semi-double, with an occasional truly double bloom, all possessing the exquisite, graceful form characteristic of this strain. They should be sown in February and March in the hot bed in cold sections, and transplanted in May where they are to remain. They will burst into a cloud of tinted blooms in late August or September.

No. 117 Fraser's New Giant Daisy-Flowered Chrysanthemum Mixed Per Pkt. \$1.00; 6 Pkts. \$5.00



This new novelty offers a real opportunity to the amateur for the development of new varieties.

A new introduction that will be the big surprise of your garden this year.

DAHLIAS *Fraser's World-renowned strains*

There seems to be endless possibilities of color and form packed into the seed of dahlias. This makes the growing of dahlias one of the most fascinating adventures in gardening. When you sow the seeds from a plant that has borne, shall we say yellow blooms?—you will probably have flowers that are every other shade except yellow. The one thing that the dahlia is certain to pass on to its progeny is quality. It is, therefore, important to grow from properly selected seed. Our strain is an early flowering one, derived from prize-winning parents and, in turn, these seeds will produce for you the mammoth flowers in extraordinary colors that will capture high honors in the show room. It is from seed, not from tubers, that the new varieties are obtained and they are quite as likely to occur in the garden of an ama-

teur as in that of the professional. The culture is simple. Follow the method given below and experience the incomparable thrill of growing your own, individual dahlias.

YOU CAN PATENT DAHLIAS

New possibilities growing dahlia from seed are now open to the amateur gardener by the Plant Patent Law.

Congress has passed an Act which enables a grower to secure a patent on new plants for a period of 17 years with exclusive rights to propagate the new plant by sexual reproduction only, as; by budding, grafting cuttings, layering, cell division and the like. This new law applies to many of the perennials, dahlias and gladiolus, so you can readily see what really wonderful chances are offered to the amateur who develops a new variety from seed and replants it long enough from the tubers to fix the new variety. The seed cannot be patented but the tuber can when reproduced from division of the tubers.

CULTURE

Start the seed in the hot-bed or cold-frame in March and April. The soil should be finely sifted garden loam. Sow the seed thin and cover with a $\frac{1}{2}$ inch sifted soil. Firm gently. Keep moist but not wet. Transplant to open ground in May or after all danger of frost is past. Plant two feet apart in a sunny location in a bed that has been deeply dug and where drainage is good. Bone meal is a safe fertilizer to use and with plenty of water at the time the buds form, and cultivation between irrigations, handsome flowers will result. For fine flowers, disbudding is important. Remove the buds that appear soon after plant is established, and apply fertilizer. Thin the branches to five or six. Pinch off the central or leading bud on each branch when it appears. Finally, allow one bud on each branch to mature. This is what makes show specimens.

In California and Southern states, dahlias may be grown from seed in the open as late as June.

Grown from Fraser's hand pollenized Strain of Magnolia-Flowered type dahlia described in offer No. 279.

75 seeds \$2.00; 200 seeds \$5.00.



fascinating and interesting grown from **SEED**

We Are Offering Four New Fascinating Varieties For 1932 in Numbers 276, 277, 278 and 279

- No. 250 **American Beauty Strain** (decorative type)—Enormous blooms. Floral rays rather flat and loosely arranged. Has a wonderful range of gorgeous colors. Striking new novelties can be expected from this seed....100 seeds \$1.00
- No. 262 **California Beauty Strain** (show type)—Large double flowers of globular shape. Many colors. Floral rays are more or less quilled. Excellent for cut flowers100 seeds for 75c
- No. 270 **Pacific Beauty Strain** (Cactus and Peony Flowered type, mixed)—This is a collection of 45 of the newest and best American types Many marvelous new shades....100 seeds 75c

COLLECTION OFFER NO. 275
All of above three packets for \$2.00

- No. 276 **Hollywood Collarette** (Mixed)—A seed that represents twenty-three separate star varieties in mixture.....100 seeds for \$1.00
- No. 277 **Giant Orchid Single Mixed**—Contains Fuji San, Notre Dame, Union Jack and other first-class varieties100 seeds for 75c
- No. 278 **Fraser's Bantam Hybrids Mixed**—The charming, single dahlia in warm colors, on dwarf plants; fine for bedding purposes. This is our introduction for 1932.....100 seeds for \$1.00

COLLECTION OFFER NO. 280
All of the above packets Nos. 276, 277, 278, for \$2.00

- No. 279 **Fraser's Strain, Magnolia-Flowered** — Produces mammoth, semi-double, and three-quarter double, 7 to 9 inches across in a bewildering range of colors. We are offering only a limited amount of this 1932 novelty.
Per Pkt. (75-seeds) \$2.00



Dahlia grown from our American Beauty Strain.

Mrs. M. P. Broughton of Athens, Georgia, sends us the above picture of a prize winning dahlia grown from our seed and sends us the following report:

"—awarded for the best one specimen the Russell (which is the name given this seedling) was considered the best out of scores of fine specimens, some of them grown from the most expensive tubers."

—and from the Garden Club of Athens she sends the following certificate:

"This is to certify that the dahlia grown from seed by Mrs. M. P. Broughton and which has been named the Gov. Richard B. Russell, Jr., was awarded the blue ribbon (first premium) at the Flower Show held by this Club October 27th. This is a magnificent dahlia of a bright salmon pink and attracted most favorable comment."

Signed:
Mrs. J. H. Rucker,
Pres. Garden Club of Athens
Frances Talmage,
Chairman of Flower Show.

Mrs. John H. Hammond of Atoka, Okla., sends us the picture at the left and says:

"I am submitting a picture of Dahlias grown from your seed and of which I am quite proud. The flowers are all about the size of a saucer and I believe you will find the picture shows the different varieties well. Extreme double, plumed and single.



GARDENS · · · planted with Sun-Ripened

DIANTHUS—Pinks

IN THIS group are included the old-fashioned garden pinks and the smaller varieties that are so liked for rock garden use. They bloom the first year from seed, even the perennial type. Seed may be started in the hot-bed in March, or may be sown in open ground as soon as frost is past. The plants should be thinned to 6 inches apart, at least. Give them a sunny spot, in light loose soil for best results.

- No. 118 **Caesius (Cheddar Pink)**—Clear pink, charming type, with profuse blossoms on a neat plant. Perennial.....Per Pkt. 25c
- No. 119 **Deltoides (Maiden's Blush)**—Bright, rosy flowers. Hardy perennial, ideal for rockery. Per Pkt. 25c
- No. 120 **Mt. Whitney Mixture**—24 rare varieties mixed, the finest for your rock garden. Exquisite shades of rare gems.....Per Pkt. 50c

NEW GIANT DAISY

BELLIS PERENNIS MONSTROSA (English Daisy)

A vastly improved strain producing extra large flowers and foliage. Flowers are 2 inches in diameter; fine for spring bedding.

- No. 257 **Fraser's White**.....Per Pkt. 25c
- No. 258 **Fraser's Pink**.....Per Pkt. 25c
- No. 259 **Fraser's Mixed**—All shades.....Per Pkt. 25c

DIDISCUS—Blue Lace Flower

AN ANNUAL that is quite hardy. The common name is very apt for the flowers are large, round lacy heads of azure blue; long firm stems, making a cutting flower of great charm. Start indoors in March as the seed germinates slowly. Grows 18 inches tall.

- No. 121 **Didiscus Coeruleus**.....Per Pkt. 25c

DIMORPHOTHECA—

African Orange Daisy

AN ANNUAL of easy culture, the large daisy-like flowers in orange and gold shades making a brilliant display. The plants are bushy but well covered with bloom throughout the season. In cold sections start in hot-bed in March, setting outdoors in late May. In California and the South, sow in early fall for winter and spring blooming. Blooms in 90 days from seed.

- No. 122 **Aurantiaca**—Golden orange ..Per Pkt. 25c
- No. 123 **Aurantiaca Hybrids**—We grew this in separate colors and blended from the following: Light yellow, orange yellow, salmon, cream and white.....Per Pkt. 50c

GODETIA

WHEN PEOPLE know how easily success may be achieved with this beautiful hardy annual, it becomes one of the great favorites in the garden. The flowers are large and satiny, in single and double forms set thickly on long firm stalks. They come in charming shades of pink, rose, crimson and mauve. The following instructions should be followed for real success: This Giant Azalea-flowered type Godetia will thrive in almost any good soil except a stiff clay. Plant the seed in rows in the open ground in August and September in southern states and thin the plants six inches apart in rows. When you use them for cut flowers, pull up root and all and they will last in the house from seven to ten days. In the eastern states sow seed in the open during April and May.

- No. 134 **Azalea-Flowered Rose-Pink**—Large flowers of rose-pink shadesPer Pkt. 25c
- No. 135 **Azalea-Flowered Red**—Large flowers of rich crimson.....Per Pkt. 25c
- No. 136 **Azalea-Flowered Mauve**—Large flowers of clear mauvePer Pkt. 25c
- No. 137 **Azalea-Flowered Cherry**.....Per Pkt. 25c
- No. 138 **Azalea-Flowered Pink**.....Per Pkt. 25c

COLLECTION OFFER NO. 140

All above 5 packets for \$1.00

- No. 139 **Azalea-Flowered Supreme Mix**—All of the above specialties harmoniously blended. Per Pkt. 50c
- No. 129 **Dwarf Azalea-Flowered**—Mixed, for bordersPer Pkt. 25c

Our Azalea-Flowered Godetia. A new thrill for you this year.



Seeds produce most enchanting · **FLOWERS**

Gypsophila—BABY'S BREATH

THIS HARDY annual also the perennial, has come to be regarded as the standard bouquet "mixer." It grows quickly from seed into a vigorous plant about three feet high, covered with a fairy cloud of tiny, star-like flowers, borne on the slenderest stems. Sow every three weeks from May to July for continuous supply of cutting flowers. Start in the hot bed in March and plant out in May in the East. Can be successfully sown in the open ground in California and Southern states any month in the year except December, January and February.

No. 125 **New Los Angeles Market Variety** (Annual)
Per Pkt. 25c

No. 126 **Princess Snow-White, Double**—A perennial. These tiny snow white flowers somewhat resemble the individual flower of the famous Lily of the Valley..... Per Pkt. 50c

GAILLARDIA — Navajo Blanket Flower

The plants, whether in the half-hardy annual or the perennial type, are covered with a profusion of brilliant flowers that are just as good for cutting as for garden display. They thrive in full sun in almost any soil. The annual varieties should be sown where they are to grow, putting the seed into the ground as soon as it can be worked in the spring. The perennial varieties may be started in the hot bed in February in the East and cold sections; in California and mild sections the seed can be sown in the fall and wintered over. Maturing plants should be 12 to 18 inches apart.

No. 480 **Picta Indian Chief**—A single in bronzy red, a real beauty. Annual..... Per Pkt. 25c

No. 481 **Indian Summer (Hybrids), New**—These plants bear flowers measuring 4 inches across, the petals being maroon red and golden yellow and shades of bronzy red.
Per Pkt. \$1.00

No. 482 **Grandiflora Dazzler**—A giant red with orange tips..... Per Pkt. 50c

No. 483 **Grandiflora Tangerine**—A self-colored variety in a strong shade over-laid with red.
Per Pkt. 50c

COLLECTION OFFER NO. 487
All above 4 packets for \$2.00

GLORIOUS LOBELIA—Blues

A beautiful flowering annual, very good for edgings, borders, baskets and pots. Heavy bloomer and easy to grow.

No. 57 **Compacta**—Crystal Palace Gem; very effective for edging beds or borders; dark blue. 4 inches. Annual..... Per Pkt. 25c

No. 58 **Sapphire**—Beautiful novelty; sapphire blue with white eye; trailing. Window boxes and baskets. Annual..... Per Pkt. 25c

GEUM—Royal Crown Flower

A MOST WORTHY hardy perennial not well enough known. Of easy culture, growing in any good rich soil that is well drained, in a sunny location. The plant sends up flowers which, in our fine strain, are very large and double, held on long stiff stems. Makes an excellent cutting subject. Start in early fall and winter over in the cold-frame, for best results.

No. 127 **Mrs. Bradshaw**—A beautiful orange-scarlet flower..... Per Pkt. 25c

No. 128 **Lady Stratheden**—A bright yellow.
Per Pkt. 25c

LUPINE (Annual)

Annual Lupinus are among the most useful of garden flowers, especially where you have sandy or poor soil. Sow seed in the open in May where it is to grow, later thinning out plants, leaving them about a foot apart. The following varieties are easily and quickly grown and you will note that we grow only the blue shades.

No. 46 **Fraser's Dark Blue**—Grows about 20 inches
Per Pkt. 35c

No. 47 **Fraser's Sky Blue**—Grows about 20 inches.
Per Pkt. 35c

No. 48 **Fraser's California Mountain Blue**—Dwarf height 1 ft., dark blue with light blue tip.
Per Pkt. 35c

No. 49 **Texas Blue Bonnet**—Height 18 inches, medium blue..... Per Pkt. 35c

COLLECTION OFFER NO. 50
All of above 4 packets for \$1.00



Gaillardia—Indian Summer Hybrids. New sensational size and color.

UNUSUAL

flowers from Sun-Ripened

HOLLYHOCK



Fraser's Hollywood Star Hollyhock blooms abundantly the first year.

THE Hollyhock is a valuable acquisition for the gardener because of its effective landscaping possibilities. They are the background plant—par excellence. Modern improvements in the various strains of Hollyhocks have greatly increased their popularity, but nothing has been a more important factor than the development of an annual strain, which blooms the first year from seed. We have a very fine strain of this annual type, which we call our Hollywood Star strain. The flowers are very large, single and semi-double, beautifully fringed and come in many soft art shades. They bloom over a longer period than the perennial variety. Sow seed indoors in March and April and transplant where wanted after danger of frost is past.

No. 888 **Double Imperator, Hybrids**—A beautiful novelty with large fringed flowers measuring six inches across. The double rosette center resembles a crested Begonia, and the colors range from delicate pink to cerise salmonPer Pkt. 50c

No. 889 **Fraser's Hollywood Star Mixed** Double and semi-double early flowering, blooms in July from early spring sown seed. Colors: purple, deep rose, Chinese scarlet, flesh pink and primrose whitePer Pkt. 50c

CHATER'S DOUBLE PRIZE STRAIN

No. 881 **Deep Rose**.....Per Pkt. 25c
No. 882 **Maroon**Per Pkt. 25c
No. 883 **Salmon Rose**.....Per Pkt. 25c
No. 884 **Scarlet**Per Pkt. 25c
No. 885 **Sulphur Yellow**....Per Pkt. 25c

COLLECTION OFFER NO. 890

All the above 25c packets (5 packets) \$1.00

No. 887 **Exquisite Mixed**....Per Pkt. 50c

HELICHRYSUM—California Everlasting Flower or Strawflower

THIS FREE-FLOWERING hardy annual has grown in popularity in recent years, the flower strains being much improved. Their strawlike flowers come in really handsome shades and are usually preserved for winter bouquets. For this purpose the flowers should be cut early in the morning and suspended upside down where the air can reach them until they are thoroughly dried. If given a sunny location they will thrive in any soil, attaining a height of about four or five feet. Our strain is a great improvement on old varieties and the flowers are quite double.

No. 917 **California Strawflowers, light shades**.....Per Pkt. 25c
No. 918 **California Strawflowers, deep shades**.....Per Pkt. 25c
No. 919 **California Strawflowers, mixture of all shades**..Per Pkt. 50c

KOCHIA—Burning Bush

Also well known as Summer Cypress, very decorative compact bush, light green leaves turning beautiful reds in fall. An excellent temporary hedge or for backgrounds. An annual seed to be sown in the spring in open ground where it is to grow.

No. 213 **Fraser's Select**.....Per Pkt. 25c

LINARIA—Annual Miniature Snapdragon

A DAINTY annual growing about 18 inches, producing a constant and liberal supply of dainty flowers that suggest a combination of the columbine and snapdragon. They come only in mixed colors. They grow so readily from seed sown in open ground as soon as it is warm in spring that it is folly to bother with hot bed propagation. In California sow in October and November. They make charming bouquets.

No. 167 **New Lavender Shades**.....Per Pkt. 25c
No. 169 **Mixed Colors**—Shading through all the colors of the rainbow.....Per Pkt. 25c

Everlasting flowers will last all winter as bright, colorful bouquets.



Seeds Create Distinctive

GARDENS

MARIGOLDS

NEW GIANT AFRICAN MARIGOLD

PEOPLE have come to deeply appreciate the value of these rugged Marigolds with their great golden globe-like flowers on long firm stems, set in brilliant green foliage. They bloom over a long period and offer no difficulties in cultivation even for the amateur. For early flowers, sow in hot bed during March or a cold frame in April and transplant to the open ground in May. In California and similar climates Marigolds can be sown in August for late fall and early winter blooming.

No. 393 **Giant Primrose**—A pure European primrose yellow. A wonderful addition to the Marigold family.....Per Pkt. 50c

No. 397 **Giant Orange**—Enormous rich golden orange flowers of the quilled type, 4 to 5 inches across; will grow 3 feet or more. Per Pkt. 25c

No. 398 **Giant Yellow**—Same in size and form as Giant Orange but a pure lemon color. Per Pkt. 25c

MEXICAN MARIGOLD

No. 401 **Mexican Gold Lace Marigold**—A new and distinctive semi-double with long loose petals, which we can heartily recommend. Only a very limited supply available for this season.....Per Pkt. \$1.00

FRENCH MARIGOLD

A SMALLER type less double, coming in tall and dwarf form, very desirable for both garden and cutting purposes. Culture same as Giant African Type.

No. 377 **Ramona**—Tall French single, strikingly beautiful; rich mahogany shades edged with gold.....Per Pkt. 25c

No. 378 **Texas Lone Star**—Single star shaped flowers of orange gold with brown-red centers the most beautiful single, dwarf marigold you have ever seen. Does well in any sunny location.....Per Pkt. 50c

No. 379 **Fraser's Golden Wave**—Tall French Doubles. Beautifully striped in gold, orange and brown combinations. Grows 2½ to 3 feet high. Very striking flowers, often two inches or more across.....Per Pkt. 25c

No. 380 **Fraser's Persian Wave**—A compact plant bearing dwarf French doubles. Excellent for borders or pot plants. Mahogany brown with velvety golden stripes. Very profuse bloomers.....Per Pkt. 25c

COLLECTION OFFER NO. 385
All above 4 packets for \$1.00

Layia Elegans—TIDY TIPS

WE CAN highly recommend this native California flower. Beautiful yellow and white flowers on slender stems it has daintiness and charm that will delight you. Very easy to grow, blooming profusely all summer and fall.

No. 15 **Fraser's Improved**.....Per Pkt. 25c

MIGNONETTE

WE HAVE a splendid strain of this winsome old garden flower. The plants will produce long spikes of full bloom, sweetly scented and delightfully colored in about 90 days from seed sowing. It should never be transplanted. Sow in a cool, moist place in early fall (September) for early spring flowers; if possible with an eastern exposure where only the morning sun will reach it. It can be grown practically any time in pots. In eastern states sow in spring.

No. 151 **California Giant—Gold Yellow**.....Pkt. 25c

No. 152 **Salmon Queen—Salmon**.....Per Pkt. 25c

No. 153 **Colonial Dame**—The favorite of grandmother's day with all the fragrance this sweet mignonette ever had. The same today as 1776.....Per Pkt. 25c

1. *Mexican Gold Lace Marigold.*
2. *New Giant African Marigold Primrose.*
3. *Golden Wave, French Marigold.*
4. *Texas Lone Star, French Marigold.*



SPECIALTIES in Fraser's California

LARKSPUR

THIS ANNUAL of ancient lineage enjoys a never-waning popularity. In fact it is used more every year. The new varieties of our modern Larkspurs are very double and much larger and the color range is superb. Our strain is a particularly fine one with tall lateral branching habit, the blossoms massed on firm stems. Offered in six beautiful shades.

Their culture is most simple. They bloom from seed sown in the spring as soon as the frost is out, or they may be started in the hot bed in March or April and transplanted in May.

No. 858	Double Larkspur—Salmon Pink.....	Per Pkt. 25c
No. 859	Double Larkspur—Rose	Per Pkt. 25c
No. 860	Double Larkspur—Dark Blue.....	Per Pkt. 25c
No. 861	Double Larkspur—Shell Pink.....	Per Pkt. 25c
No. 862	Double Larkspur—Lilac	Per Pkt. 25c
No. 863	Double Larkspur—Sky Blue.....	Per Pkt. 25c

COLLECTION OFFER NO. 865

All of above 25c Larkspur packets in separate colors
(6 packets) for \$1.00

No. 864	Double Larkspur Mixture—Includes all above colors	Per Pkt. 50c
---------	---------------------------------------------------------	--------------



Fraser's New Giant Hollyhock-Flowered strain of Delphinium—a rare combination of size and color.



*Fraser's Annual Larkspur.
Six beautiful shades.*

DELPHINIUM—Perennial Larkspur

THE best-loved blue garden flower is surely the hardy perennial Delphinium. In our carefully selected strain, each compact tapering spire of bloom is a dream of rare beauty. The colors are indescribably beautiful—clear and decisive, rich and delicate, blends of breath-taking loveliness. The large full flowers are set off with the striking black “bee”, the golden brown or the white. They grow three to six feet tall, so they are excellent background plants.

Start them in the hot-bed in February and March, setting them into open ground when the frost is out, or, better still, start them in beds or flats in August, September and up to November. Transplant them as soon as they are large enough to handle well, spacing them about 18 inches apart. With protection, such as straw mulch, in cold climates they will winter over and be ready for early spring bloom. They can be moved in the spring to a permanent place in the garden.

No. 826	Belladonna — Improved, the true type, light blue.....	Per Pkt. 50c
No. 827	Bellamosum—Dark blue.....	Per Pkt. 50c
No. 828	Adolphus Busch—Giant Hybrids. Flowers of this strain are of immense size, semi-double and double, mostly with rose and lavender centers, height 5 feet. Only a limited amount of this seed available for this year.....	Per Pkt. \$1.00
No. 829	Complete color range mixture of Fraser's Giant Hollyhock-flowered Delphiniums.	Per Pkt. 50c

Grown Sun-Ripened Flower

SEEDS

MORNING GLORY

FAMILIAR to all as a popular vine for trellises, arbors, fences and so forth. They should be planted where they are to grow in April or May, in well-dug, rich soil. If the seeds are soaked in luke warm water several hours until they show signs of swelling before planting there will be a better germination.

No. 154 **Imperial Japanese**—The most vigorous grower of all with the largest flowers in lovely colors..... **Per Pkt. 25c**

No. 155 **Heavenly Blue**—A luxurious grower and vigorous climber. Bears enormous flowers of clear blue and has fine foliage. In flower all summer..... **Per Pkt. 25c**

Myosotis—FORGET-ME-NOT

This is a biennial which we treat as an annual growing 1 foot high. It is never so effective as when grown in masses. If you want early flowers in spring sow the seed in August and protect the plants over winter in a cold frame. Good for rockeries. Give them a cool, half-shady place. Excellent cover for bulb beds.

No. 156 **Mrs. Lilly Busch**—Small bushes covered with large azure flowers..... **Per Pkt. 50c**

NEMESIA

This little plant with its beautiful orchid-like flowers came from South Africa. It grows to about a foot high and is excellent for a spring or fall bedding plant.

No. 168 **Fraser's Triumph Mix, Hybrids** **Per Pkt. 50c**

NASTURTITIUM

EVERY ONE knows this gay old hardy annual which has few rivals for easy culture, brilliant color and liberality of bloom. It flourishes even in poor soil.

They can be sown in open ground as soon as the earth is warm in May, in colder climates in April. California sowing can be done in June, and bloom will last until after frost. The seeds are large. Soak in luke warm water for a couple of hours and drop in holes about eight inches apart, two seeds to a hole. This will save labor of thinning out later.

No. 173 **Dwarf California Mixture**—22 of best varieties mixed..... **Per oz. 25c**

No. 174 **Dwarf California Fancy Mixture**—A dwarf special of dark-leaved variety the popular Tom Thumbs..... **Per oz. 25c**

No. 175 **Dwarf Ivy Leaved Mixed**..... **Per oz. 25c**

No. 176 **California Special Mixture**—A giant special, tall or trailing type..... **Per oz. 25c**

No. 180—**Lobb's Climbing**—A variety which grows 12 feet high, particularly useful for covering fences; the mixed strain **Per oz. 25c**

Quantity price— $\frac{1}{4}$ lb 75c; $\frac{1}{2}$ lb \$1.25; 1 lb \$2.00

No. 189 **Double Nasturtium (Golden Gleam)**—A new type of this popular annual. The double flowers which are borne on long stems, delightfully fragrant **Per Pkt. 50c**

Nemophila—BABY BLUE EYES

A CALIFORNIA hardy annual that is far more appreciated in Europe than in this country. It is used extensively as a ground cover for bulb beds. Have you tried it in your garden? It will do in full sun, but enjoys a somewhat shaded moist situation. Lovely cup-shaped, sky-blue flowers with white eyes.

No. 124 **Insignis Blue**..... **Per Pkt. 25c; oz. 50c**

This photograph shows a planting of our Myosotis seed growing in the Busch Gardens over 25 years ago. This was the original trial grounds for our present strain of seed which we grow today and sell to our customers all over the world.



SPECIALTIES in California Grown

PANSIES

ALL the world loves the friendly Pansy with its little Elfin face, but few gardeners realize how easily they can be grown from seed. Since quantities of them are wanted, if they are to be effective, it is much cheaper than buying plants. By growing your own plants you can carry out definite color schemes.

Pansies are perennials treated as annuals. They will winter over if given protection, in cold sections. Start seed inside early, and harden in the cold frame if you live where there are snows and heavy frosts. Plants will be ready for open ground as soon as the frost is out. The soil for seed and young plants should be three parts screened compost or leaf mold and one part sandy loam. The plants should be transplanted twice if you want large flowers on strong plants. Their final location will want rich soil, with good drainage and plenty of well-rotted manure. It is a mistake to plant them in the shade; they thrive in the sun or partial shade.

For California and mild sections, seed started in July is best for winter and spring blooming, but it can be as late as February or March.

- No. 201 **Pacific Majesty Mixed**—Unexcelled for size and quality, all colors of the rainbowPer Pkt. 50c
- No. 202 **Steel's Miracle Mixed**—A new strain of this celebrated Pansy in all colors (Oregon grown seed).....Per Pkt. 50c
- No. 203 **Triumph of Giants, Mixed**—The super-Pansy. A lovely, distinctive strain bearing extra large flowers with large stems.....Per Pkt. \$1.00

COLLECTION OFFER NO. 204
All 3 above packets for \$1.50



- No. 205 **Pacific Blue Pansy**—Novelty. Flowers very large, dark blue with darker blue blotches. This is a gem of the first water. Our own introductionPer Pkt. \$1.00
- No. 206 **Pacific Tangerine**—Dark orange, a shade we have never seen before separated from a mixture. The same color as the California orange, no other pansy will produce a richer effect than a bed or border of these. Our own introductionPer Pkt. \$1.00

PENTSTEMON—Hybrid Grandiflora

A hardy perennial of growing popularity as a bedding plant. The flower spikes rise about two feet high, hung with gloxinia-shaped blooms in white, pink, rose, crimson, lavender and purple shades.

If they are started in the cold frame in the fall, or the hot bed, in colder sections, they will be ready to set into the garden as soon as the ground is warm, where they will bloom over a long period. Or, they can be started in the open ground in May, in a cool, shady place.

- No. 225 **Gloxinia — Flowered Hybrids — Sensational** —Mixed colors.Per Pkt. 50c
- No. 226 **Blue Gem** — A small type, ideal for rock gardens ..Per Pkt. 50c

Fraser's Geranium-Flowered Pblox. This is the annual Pblox Drummondii. Brighter flowers, heavier bloom and sturdier plants from our strain of Sun-Ripened Seed.



Flower seeds offered here are **GORGEOUS**

RARE POPPIES

NO summer annual will bring such a riot of brilliant color into the garden as the annual poppies. These flowers should be sown with a generous hand and thinned after they have come up so that the plants are about 12 inches apart. It is practically impossible to transplant them successfully. Sow in March, April and May in the East and colder sections; in California and mild localities, from October to March.

FRASER'S ANNUAL ORIENTALE POPPY

This gorgeous flower is illustrated on the outside back cover page. It takes a colored picture to give a fair impression of its rich splendor. The flowers in our strain are fully six inches across, flowering on long stems. The silky petals are sunset red with a black spot at the base of each. These annuals are like the old perennials in form, except for improved size. They have great substance and will keep several days as cut flowers if cut when still in the bud.

No. 1930 **Fraser's Orientale**.....Per Pkt. 50c

FRASER'S DOUBLE SHIRLEY POPPIES

Each flower has many petals, giving the double and semi-double effect so much admired. They come in a wide variety of tints, vivid and soft and a planting of them makes a gay spot of color in the garden.

No. 1921 **Art Shades**—Unusual colors in Indian and Carmine Lake TonesPer Pkt. 25c
No. 1922 **Eldorado, Double, mixed**—Chinese Colors.....Per Pkt. 25c
No. 1923 **Fraser's Hybrids**—California Sunset Shades.....Per Pkt. 50c

No. 1924 **Cossack**—A brilliant double orange scarlet, we believe this to be the finest poppy ever introduced and sold by us exclusively for the first time this year.....Per Pkt. 50c

COLLECTION OFFER NO. 1925

All of the above 4 Shirley Poppies \$1.00

PHLOX DRUMMONDI—Grandiflora

One of the best liked hardy annuals, grown easily from seed. Flowers are produced on large trusses in brilliant colors, making them a dazzling feature in any garden. They should be planted in solid beds for best effect.

Start in seed flats or hot bed in March or April and transplant when large enough to handle and there is no more danger from frost. The plants grow ten or twelve inches in height, sometimes even more in rich soil. In good soil set 12 inches apart and somewhat closer in poor soil. They can be planted in open ground in May and still flower the same summer. They may be had in primrose, flesh, pink, scarlet, crimson, lilac and violet with a white eye, or mixed. For California and mild sections sow from August to March. This is our large flowered California phlox.

No. 343 **Rose With Dark Eye**.....Per Pkt. 25c
No. 344 **Violet With White Eye**.....Per Pkt. 25c
No. 345 **Red With White Eye**.....Per Pkt. 25c
No. 346 **Buff Yellow**Per Pkt. 25c
No. 347 **Chamois Rose**Per Pkt. 25c
No. 348 **Scarlet**Per Pkt. 25c

COLLECTION OFFER NO. 350

All 6 of above packets for \$1.00

No. 349 **Fraser's Geranium—Flowered Mixture**—A new blend of harmonious colors.....Per Pkt. 50c

MEXICAN TULIP POPPY— Hunnemannia

NOT WIDELY known but a splendid perennial that should be more widely grown. The large flowers are a tulip yellow with fluted petals, borne on long stiff stems set with delicate foliage. Unlike most poppies, this one is a good cutting flower and keeps for days. It is most effective when grown in masses. Sow out-doors in May where it is to bloom and it will bloom from July until cut down by frost. Give it rich soil. In southern states it can be carried over two years.

No. 1928 **Mexican Tulip Poppy** Per Pkt. 50c

MISSION BELL POPPY— Glaucium Hybrida

A flaming tulip-like blossom in coppery-bronze lemon yellow literally cover the plant. This is a perennial which attains three and four feet in height in California and about two in the East. Treat it like an annual—fall sowing being best. Wants a sunny location and not too rich soil or too much moisture. In eastern states sow in spring after danger of frost is past.

No. 1929 **Mission Bell**Per Pkt. 50c

Cossack Poppy—a new and strikingly beautiful poppy, our 1932 introduction.



PETUNIA

California Giant Types



California Giant Petunia—grown from our select parent plants and hand pollenized. Rosy lilac shades.

THESE magnificent new petunias with their huge blossoms are a world removed from the plain old-fashioned sort. Petunias are no longer insignificant—they are glorious; they are not drab—they are gorgeous; they are velvety, exotic creations of appealing charm, and they are spicely fragrant. These deep-throated beauties with their petals ruffled, fringed or frilled, in both the single and the doubled forms, often measure five inches in diameter and are worth the bit of care it takes to grow them.



DWARF CALIFORNIA PETUNIA (*Mammoth Flowers*)

unusual size, spicy, fragrant CREATIONS

PETUNIA NOVELTIES

- No. 580 **California Frilled Giant**—New novelty. Immense single flowers in crimson, scarlet, carmine, pink and white shades. Deep colored throats ranging from golden to maroon. Beautifully fringed edges. **Per Pkt. 50c**
- No. 585 **California Giant**—The largest of all single Petunias. Marvelous rosy lilac shades, deep, wide open throats; petals waved and frilled, beautifully veined. **Per Pkt. 50c**
- No. 590 **California Ruffled Giant**—Very choice. Flowers beautifully ruffled and frilled; of heavy texture; ruffles often overlap, giving the appearance of a double flower. Pleasing colors. **Per Pkt. 50c**
- No. 595 **California Dwarf Giant**—New. Enormous flowers of the ruffled and fringed type, beautifully blotched and veined. Dwarf Plants **Per Pkt. \$1.00**
- COLLECTION OFFER NO. 600**
All of the 4 packets above—**\$2.00**
- No. 596 **Fraser's Special Copper**—A very large flowered variety, in a mellow shade, petals intensely ruffled and veined with black. A striking novelty. **Per Pkt. \$1.00**
- No. 597 **Rosy Morn**—Single, rose pink with white throat, very dainty. **Per Pkt. 25c**
- No. 598 **Fraser's Carnation-Flowered, Double**—A beautiful new double, not large but an exquisite range of colors and a continuous bloomer; excellent for pots and borders. **Per Pkt. \$2.00**

PEEK-A-BOO FLOWER

This is a real gem for your garden and so rare that one could almost class it as a novelty. It is our improved strain of the Anagallis and if you don't have this new Peek-a-Boo flower in your garden you will miss seeing one of the richest violet blues imaginable. This little flower got its name from the chance remark of a little girl; Mr. Fraser's little daughter Phyllis, while tagging daddy around the growing fields spied these beautiful little blue flowers peeking out from under bright green leaves and exclaimed, "look daddy, that's a little Peek-a-Boo flower." This bushy little plant grows about 8 inches high, does best in a sunny location and cannot be beat for bedding or borders. Sow in open ground in sunny location in spring where they are to grow. They have an exceptionally long blooming season.



No. 484 **Per Packet** **50c**

The basket of Prize Winning Petunias at the right was sent in by Mrs. Harry W. Christian of Miami, Florida, who says: "Enclosed I am sending photograph of a basket of Petunias from seeds purchased from you last fall. This basket of Petunias was awarded first prize (Blue Ribbon and Cash) at the "International Tropical Flower Show" held at Miami Beach, Florida, on March 18, 19, and 20th, 1931. The basket measures 42-inches from base to top of handle—which will give you an idea of the size of the flowers. The individual flowers were very large, 4 to 6-inches in diameter, and the colors superb. One plant produced green flowers, faintly striped with a very delicate pink in the throat."

PETUNIA CULTURE

Just follow these simple directions and you will be amply rewarded:

Prepare soil for seed bed by mixing two parts good light, clean soil or leaf mold with one part sand; use no fertilizer; sift through fine screen. Put this mixture into seed pans or flats and press down firmly and evenly within an inch of the top. Water thoroughly. Allow soaked soil to drain well; then sprinkle seed evenly on the surface. Press seed lightly with a flat block of wood and barely cover with a light sifting of sand. Dust new-sown seed bed lightly with fine charcoal or sulphur to prevent fungus from developing and causing damping off. Keep seed bed moist (not wet) by lightly sprinkling with a very fine spray and only when necessary. Cover pans or flats with a pane of glass and protect from sun by shading with paper. Seed pans or flats should be kept in a warm location at about 60 degrees, and well ventilated during the germinating period. This can best be accomplished by inserting small pieces of wood between the top of the flat and the pane of glass, allowing a small air space. Seed will sprout in about ten days.

When the seedlings have developed four or five leaves, transplant into small pots or flats and keep in a hot bed or cold frame or outside, if danger of frost is over. **This is important:** Save all the **weakest** looking plants, as they usually develop the finest flowers. When two or three inches high, transplant into larger pots or into the garden. In eastern states Petunia seed may be sown from February to May; in California, to June. They should finally be set at least eighteen inches apart in full sun. **Caution:** Handle your petunia seed packets carefully as the seed is very fine and quite expensive.



BEAUTIFUL

gardens from Fraser's

PORTULACA Grandiflora—Moss Rose

A race of dwarf plants adaptable for sunny locations where a ground cover is wanted. The small cup-like flowers are glossy and come in brilliant clear colors. They rapidly spread into a gay carpet.

Broadcast the seed on ground that is moist (not wet) and press into soil with flat board. Delightful for exposed parts of rockery and will do in poor soil or at the seashore.
No. 221 Double MixedPer Pkt. 25c

POT O'GOLD—Matricaria

This bright, cheery little plant grows to about a foot high, blooms profusely in summer. Its flowers are like double buttons of bright golden yellow. They are ideal massed in borders or beds. Try it this year, you will surely find it the 'pot of gold at the end of the rainbow.'

No. 768Per Pkt. 50c

RANUNCULUS

Ranunculus are as easy to grow from seed as the Zinnia and a 50c packet of seed will go farther in your garden than \$25.00 worth of bulbs. They are a riot of color, a wonderful strain producing large, double flowers in a wide range of color.

Eastern states plant in seed box in March and April and transplant as soon as large enough to sunny location. Southern states plant in open, during July and August.
No. 472 Fraser's Giant Mix.....Per Pkt. 50c

PRIMULA—Obconica (Giant Hybrid)

An annual variety of one of the most attractive of flowering plants. They grow quite easily from seed and have a longer flowering period than most of the Chinese Primrose race. The plants are liberally covered with clusters of delicate butterfly-like flowers shading from white to rosy lilac.

Their culture is simple. If sown in a hot bed in cold climates during the early months of the year they will flower in early fall and bloom throughout the winter. They make wonderful pot plants and blossoms freely out-of-doors in winter in mild climates.
No. 295 Per Pkt.....50c Lg. Pkt.....\$1.00

PRIMULA—Malacoides

The daintiest of the Primrose family and a great favorite. Color, a rosy-lilac. Culture same as for Obconica. Can be sown out-of-doors in August in California and similar sections. Particularly suited to moist, shady situations.

No. 296 Per Pkt.....25c Lg. Pkt.....50c

PRIMULA—Chinese Primroses

No. 297 Chinese Pin-Wheel—Unique specie from Northern China. Flowers in whorls of brilliant firey orange scarlet. Comes easily from seed the first year if planted in early May and June. Blooms in September and OctoberPer Pkt. \$1.00

No. 302 Pulvurulenta Hybrids — Hardy type; shades of apricot, copper, salmon and scarlet. Grow in cool, damp, well drained soil; seed is slow to germinate.....Per Pkt. \$1.00

No. 303 Alin Aroon—Hybrid; a warm terra cotta color; flowers in tall candle-labras. Seed is slow to germinate but plants are vigorous.
Per Pkt. \$1.00

SALPIGLOSSIS—Painted Tongue

A half-hardy annual, the flowers being trumpet-shaped with wide, flaring petals, velvety in texture, rich in color and beautifully veined in gold. The plants are of a rather loose habit, growing to two feet or more in height, and should not be planted less than a foot apart. Sow them in the open as soon as the ground is warm, in a well prepared bed of light, sandy soil, or start them under glass and transplant. They may be had in separate colors, as well as mixed.

No. 441 Alba LuteaPer Pkt. 25c
No. 442 Light Blue and Gold.....Per Pkt. 25c
No. 443 Violet and Gold.....Per Pkt. 25c
No. 444 Rose and Gold.....Per Pkt. 25c
No. 445 Purple and Gold.....Per Pkt. 25c
No. 446 Scarlet and Gold.....Per Pkt. 25c

COLLECTION OFFER NO. 450

All 6 of above packets for \$1.00

No. 449 Fraser's Emperor Mix—Gloxinia flowered. A selection of exquisite colors of select varieties.

Per Pkt. 50c

You may be familiar with the ordinary salpiglossis, but a big surprise awaits you when you plant our Collection Offer No. 450 illustrated here.



Finest California grown

SEEDS

SCHIZANTHUS—Poor Man's Orchid

AN ANNUAL to be sown in the early spring and set out in May. Makes a very effective border about 12 inches high. This little plant needs plenty of sun and water. Are fine grown indoors in pots.

- No. 471 **California Orchid Flowered Mixed**—All the shades to be found in the orchid are to be found in this exquisite little bright flower which also somewhat resembles the orchid.
Per Pkt. 25c

SCABIOSA—Perennial

THE PERENNIAL Scabiosa is a particularly valuable garden plant for it carries over from one season to the other most satisfactorily, producing a good supply of attractive flowers that are fine keepers in the garden or cut. The plants should be started in the hot bed in March and set out early so they will flower the first season. In mild sections they can be planted in early fall in the open and will carry over, ready to flower the first of summer.

- No. 466 **Isaac House Strain Scabiosa**—The largest scabiosa known. Particularly handsome large flowers, ruffled petals outlining the the rounded center. The range of color is from light lavender to darkest blue-lilac and mauve predominating
Per Pkt. 50c

SCABIOSA—Annual

A recent improvement in the old-fashioned pin-cushioned flower. Large double flowers are produced on long stems in a beautiful range of color from light blue to deepest red. Easily grown. Cultural notes on packet.

Easy to raise, blooms continuously from summer until frosts. Very showy and fine for cutting. Sow from February to May.

- No. 451 **Azure Fairy**—Asure blue.
Per Pkt. 25c
No. 452 **Fire King**.....Per Pkt. 25c
No. 453 **Black King**—Red maroon.
Per Pkt. 25c
No. 454 **Loveliness**—Salmon rose.
Per Pkt. 25c
No. 455 **Peach Blossom** Per Pkt. 25c
No. 456 **Shasta White**.....Per Pkt. 25c
No. 459 **Fairyland Mixture**
Per Pkt. 25c

COLLECTION OFFER NO. 460
All 6 of above packets for \$1.00

SUNFLOWER—Indian Helianthus

- No. 467 **Painted Redman**—Shades of Indian red, Indian purple, and Indian redish brown. A plant of many branches, grows 3 to 4 feet and produces an abundance of large 4 inch flowers on long stems, fine for cutting.
50c Per Pkt.; 5 Pkts. \$2.00

SALVIA—Flowering Sage

TENDER PERENNIAL that will grow in any good garden soil. May be started in the hot bed in April in cold climates. Do not plant out until the weather is warm.

- No. 227 **Fire Flame**—A gorgeous plant with long stems hung with brilliant red blossoms in striking contrast to deep green foliage. Plant grows two feet high.... Per Pkt. 25c
No. 228 **Blue Sage Farinacea**—A hardy perennial that grows into a shrub-like plant. Many bright blue flowers are borne over a long blooming period. They are excellent for cutting Per Pkt. 25c
No. 229 **Blue Sage Salvia Azurea Grandiflora**—Similar to Farinacea except that the flowers are large and a sky-blue, while the foliage is a grayish green..... Per Pkt. 25c

Star of Bethlehem

NICOTIANA AFFINIS

A PLANT that grows rapidly into a husky, three-foot bush bearing trumpet-shaped flowers whose chief appeal lies in their delicious fragrance, particularly marked after dusk. They add witchery to the humblest garden. Sow in the open in May.

- No. 157 **Star of Bethlehem**—White.... Per Pkt. 25c
No. 158 **Star of the East**—Crimson..... Per Pkt. 50c



"Before the flower, the seed" — and from Fraser's Sun-Ripened seed come flowers like this gorgeous Isaac House Strain Scabiosa.

STOCKS

From Fraser's Sun-Ripened STOCKS (Gilli-Flower)



Giant Perfection stock. Perpetual Branching.

IF YOU are to have but one flower in your garden we would recommend stocks, for it seems to be well-nigh indispensable. They are free-flowering annuals that will grow anywhere, and they will keep you in flowers from early June until late November. They have the color, the beauty of individual flower and the flower stalk as a whole, which appeals to everybody, and they have a wonderful perfume. Our strain of Sun-Ripened Seeds will give you enormous pyramids of double-blossoms so thickly set that they overlap, and they will produce a very high percentage of double flowers. There is no strain which can give you 100% doubles.

Sow in March and April to bloom in late summer and autumn, and in cold frames in July and August to flower in spring.

CALIFORNIA GIANT PERFECTION STOCKS

PERPETUAL BRANCHING

- No. 762 **Giant Perfection Terra Cotta**—A rose shaded terra cotta.....Per Pkt. 25c
- No. 763 **Giant Perfection Flesh**—A beautiful light pinkPer Pkt. 25c
- No. 764 **Giant Perfection Red**—Brilliant crimson redPer Pkt. 25c
- No. 765 **Giant Perfection Yellow**—This beautiful canary yellow received recognition from the Royal Horticultural Society....Per Pkt. 25c
- No. 766 **Giant Perfection Lilac**—A fascinating silvery lilac shade.....Per Pkt. 25c
- No. 767 **Giant Perfection Violet**—An interesting violet shadePer Pkt. 25c

COLLECTION OFFER NO. 770

All of the above 25c packets in separate colors
(6 packets) for \$1.00

- No. 769 **Giant Perfection Mixture**—A well proportioned blend including the above colors.
Per Pkt. 50c

BEAUTY OF NICE STOCKS—Double Mammoth

This type is well-known for the high percentage of double flowers it produces in the most delicate shades. It is a beautiful early, tall growing variety. Although these stocks are classed as winter flowering, they are excellent for summer bedding in most of the eastern states and along the Pacific Coast. Sow in July and August for winter flowering, and in March and April for summer displays.

- No. 735 **Beauty of Nice Flesh Pink**—True Beauty Nice colorPer Pkt. 25c
- No. 736 **Beauty of Nice Light Blue**—Beautiful azure blue.....Per Pkt. 25c
- No. 737 **Beauty of Nice Pale Violet**—Light violet bluePer Pkt. 25c
- No. 738 **Beauty of Nice Salmon Rose**—Beautifully shaded in salmon rose.....Per Pkt. 25c
- No. 739 **Beauty of Nice Almond Blossom**—Very delicate shaded variety.....Per Pkt. 25c
- No. 740 **Beauty of Nice Monte Carlo**—Canary yellowPer Pkt. 25c
- No. 741 **Beauty of Nice Mount Blanc**—A pure whitePer Pkt. 25c

COLLECTION OFFER NO. 750

All of the above 25c packets in separate colors
(7 packets) for \$1.00

- No. 742 **Beauty of Nive Mixed**—A mixture including the above colors.....Per Pkt. 50c

NOVELTY

FRASER'S EASTER STOCKS

A splendid stock of intermediate type, average height 1½ feet. The proportion of double flowers being extremely high. Sow in June and July in the southern states; in northern states plant the same time but keep little plants thru winter in cold frame.

- No. 614 **Fraser's Easter Rose (Biennial)**—Sturdy, hardy, strong-growingPer Pkt. 50c
- No. 615 **Fraser's Easter White (Biennial)**—Sturdy, hardy, strong-growingPer Pkt. 50c

Seeds produce more double

FLOWER

EARLY GIANT IMPERIAL STOCKS

THIS WONDERFUL improved strain is invaluable for winter and spring flowering and is especially recommended for California and southern states. For beds or borders these magnificent Stocks are invaluable. Well-grown plants attain a height of 3 feet, carrying splendid spikes of bloom 18 inches to 2 feet in length, the proportion of double blossoms being extremely high. We have pleasure in offering the following colors. Sow in July, August and September for winter and spring flowers.

- | | | | | | |
|---------|----------------------------------------------------------|--------------|---------|-------------------------------------------------------------------------------|--------------|
| No. 710 | Giant Imperial Blue —A beautiful dark blue | Per Pkt. 25c | No. 713 | Giant Imperial Rose —Perfect deep rose pink | Per Pkt. 25c |
| No. 711 | Giant Imperial Red —A fiery blood red. | Per Pkt. 25c | No. 714 | Giant Imperial Lavender —Pure in color, very fragrant | Per Pkt. 25c |
| No. 712 | Giant Imperial Pink —A beautiful light pink | Per Pkt. 25c | No. 715 | Giant Imperial Golden Rose —A novelty, light golden rose in color..... | Per Pkt. 50c |

NOVELTY

GIANT PILLAR STOCKS



Individual bloom of our Winter Flowering Pillar Stocks.

The large individual flowers placed on the stem almost from top to bottom form a vividly colored pillar of large flowers. This vigorous column stock has practically no branches. Individual flowers often 3 inches across. Each plant produces one flowering pillar about 3 feet high. Offered for the first time in 5 colors.

Sow in July and August for winter flowering, and in March and April for summer displays.

- | | | |
|---------|-----------------------------|--------------|
| No. 771 | Pillar Red | Per Pkt. 50c |
| No. 772 | Pillar Rose | Per Pkt. 50c |
| No. 773 | Pillar Carmine | Per Pkt. 50c |
| No. 774 | Pillar Lilac | Per Pkt. 50c |
| No. 775 | Pillar Violet | Per Pkt. 50c |

COLLECTION OFFER NO. 780

All 5 of above Packets for \$2.00

Night Scented Stock

(*Mathiola Bicornis*) Hardy Annual, Sow in Spring

No. 654 **Bicornis**—1 foot. This should be in every garden, as it possesses a most delicious odour, especially towards evening.

Per Pkt. 25c

Early Giant Imperial Stocks. Especially recommended for California and Southern States.

COLLECTION OFFER NO. 720

All of the above six packets in separate colors for \$1.00

- | | | |
|---------|----------------------------------------------------------------------------|--------------|
| No. 716 | Giant Imperial Mixture —A choice blend including all the above..... | Per Pkt. 50c |
|---------|----------------------------------------------------------------------------|--------------|



SWEET PEA

seeds from California

Enthusiasm for Sweet Peas has increased steadily with the great improvements of recent years. The modern Spencer type gives us long stems on which four or five very large, winged blossoms appear, their petals enchantingly waved and frilled and their colors running a gantlet of amazing variation. Nearly everyone would be glad to have beautiful sweet peas in their garden but many seem to think there is some mystery about growing them successfully. As a matter of fact, they are not at all difficult to grow. They have a few very definite requirements and, if you understand these, the results are certain to be gratifying.

Early Spencer—Mrs. Calvin Coolidge



EARLY FLOWERING OR LONG SEASON SPENCER SWEET PEAS

A great deal of confusion often occurs over the name of this wonderful strain of sweet peas. It is called the Early Flowering in California and Long Season Flowering in the East, as a rule. Whether you are accustomed to thinking of them as one or the other, you may be assured they are one and the same. By either name, this superior strain will flower three to four weeks earlier than the Orchid Type when planted at the same time. Among the varieties we list you will find the best of the recent introductions and the most promising of the novelties.

In eastern states sow seed in March and early April as soon as the ground can be worked. In California and other mild sections, sow seed in August, September and October for winter and spring blooming.

See the colored illustration on the inside back cover page showing our 1932 collection composed of outstanding novelties.

Following are two additional collections, in light and dark shades and a list of twenty more splendid varieties.

LIGHT SHADES

- No. 530 **Early Sweet Lavender**—Beautiful large frilled lavender.....Per Pkt. 25c
 - No. 531 **Early Spencer Glitters**—Orange cerise shadePer Pkt. 25c
 - No. 532 **Early Fair Maid**—A delicate blush pink.Per Pkt. 25c
 - No. 533 **Early Spencer Imperial Pink**—A large clear pinkPer Pkt. 25c
 - No. 534 **Early Spencer Snowstorm**—Improved large pure whitePer Pkt. 25c
 - No. 535 **Early Spencer Mrs. Calvin Coolidge**—A lovely salmon pink.....Per Pkt. 50c
- COLLECTION OFFER NO. 540**
One packet each of our Nos. 530, 531, 532, 533, 534, and 535 (6 packets) for \$1.00

DARK SHADES

- No. 515 **Early Spencer Aviator**—A glowing crimson.Per Pkt. 25c
 - No. 516 **Early Spencer Amethyst**—Large royal purplePer Pkt. 25c
 - No. 517 **Early Spencer Eldorado**—A new orange.Per Pkt. 25c
 - No. 518 **Early Spencer Grenadier**—Brilliant scarlet.Per Pkt. 25c
 - No. 519 **Early Spencer Zvolanek's Rose**—Giant rose pinkPer Pkt. 25c
 - No. 520 **Early Spencer New Blue**—A beautiful deep bluePer Pkt. 50c
- COLLECTION OFFER NO. 525**
One packet each of our Nos. 515, 516, 517, 518, 519, and 520 (6 packets) for \$1.00
- No. 542 **Early Spencer Choice Mixed**—A perfect mixture containing all of the above 12 colors and shades.....Large Pkt. 50c

the Sweet Pea Seed Center of the **WORLD**

EARLY FLOWERING OR LONG SEASON SPENCER SWEET PEAS

Any of the Twenty Distinctive Varieties Listed Below—50c per oz.

- No. 1001 **Ball Blue**—A very fine blue sweet pea carried on long stems—a perfect flower.
- No. 1002 **Ball Orange**—A graceful flower carried on long stems—deep orange.
- No. 1003 **Ball Rose**—A very strong flowering variety in rich deep pink suffused with rose.
- No. 1004 **Blue Bird**—A blue shade producing flowers over a long blooming period.
- No. 1005 **Burpee's Orange**—A bright orange. This is a very popular variety.
- No. 1006 **Columbia**—This is a bi-color type, salmon rose with white wings. A favorite among growers.
- No. 1007 **Giant Rose**—A giant rose pink. A large well-shaped flower on long stem.
- No. 1008 **Harmony**—A clear lavender of strong habit in growth. Blooms freely.
- No. 1009 **Illumination**—A beautiful salmon cerise suffused with orange. Very attractive.
- No. 1010 **Jeanne Mamitsch**—A glowing rose pink of vigorous growth and free blooming.
- No. 1011 **Miss Luise Gude**—A deep pink with a rose over-cast. Very graceful.
- No. 1012 **Mrs. Herbert Hoover**—A leading variety of pure blue color. Awarded gold and silver medals and a certificate of merit.
- No. 1013 **Mrs. Kerr**—A beautiful salmon shade. A very fine flower. Perfect in form.
- No. 1014 **Penrose**—A great favorite, a clear rose shaded with rose pink. Awarded two certificates.
- No. 1015 **Rose Queen**—A very rich rose-pink, large flowered, beautifully waved variety.

- No. 1016 **Spring Song**—A bright rose-pink flushed with salmon. Beautifully waved flower.
- No. 1017 **Superior Pink**—Large flowered variety of glowing rose pink color.
- No. 1018 **Vulcan**—Orange scarlet, a very popular color. This is a very showy variety; strong grower.
- No. 1019 **White Harmony**—A pure white; free flowering. Awarded 2 silver medals and 3 certificates.
- No. 1020 **Yarrowa**—Bright rose-pink with light wings. Beautiful flowers borne on long stems.
- No. 1000 **Rainbow Mixture (Especially Priced).**
Per Oz. 50c

No. 1100—illustrated below is our new sweet pea, Miss Los Angeles, flaming rose, $\frac{1}{2}$ oz. 50c; 1 oz. \$1.00.

The Culture of Early Flowering Sweet Peas

You can't have good flowers without good seeds but the best of seeds will not do well if improperly planted. The plants are deep-rooting and the seedbed must be dug 18 inches deep. Decide how long a planting you are going to make. A bed of 18 inches wide will accommodate two rows of plants. If the row is to be single, make the bed 12 inches wide. Spread well-rotted cow manure over the top of the area allotted and spade 12 inches into the soil. The fertilizer should be 2 or 3 inches deep over the surface before you begin spading. If a liberal sprinkling of hydrated lime is added, the food elements in the soil will be more readily available to the plants.

When the bed is well dug and the fertilizer thoroughly mixed in, firm the bed by treading on it. Then make two drills ten inches apart and four inches deep; scatter the seed along the drills, a fairly close planting but not too thick. Cover the seeds and firm the soil into place. The seed bed must be kept moist at all times and, for that matter, the ground must never be allowed to become dry where Sweet Peas are planted. It will be necessary to apply water, except in sections where rainfall is frequent. When this is done, let the irrigation be sufficient to soak the ground deeply.

The planting should be made just as soon as the ground can be worked in earliest spring, for the young plants need to get well started during the cool days of April, and May. A helated cold snap sometimes occurs which will give the plants a check in their growth. To offset this give an application of some quick stimulating fertilizer; liquid manure, a solution of dried blood, or some similar thing. Bonemeal should be worked into the top soil as soon as the plants are well up. An occasional application of liquid manure will sustain the production of large flowers on long stems.

When the plants have germinated, they should be thinned out so they stand 4 inches apart.

The Early Winter Flowering Spencers will bloom four weeks earlier in the East than the other types. In California, of course, they are planted in August and September and flower in time for Christmas.

Never let the dead flowers stay on the vines and prevent seeds from forming if you would have them bloom for a long time.



CALIFORNIA

Seed produces the Best

GIANT ORCHID FLOWERING SPENCER SWEET PEAS

WE HAVE A wonderful stock of this new strain of the Spencer sweet peas in a later blooming type which includes some varieties of recent introduction which we believe will appeal strongly to the discriminating gardener and the exhibitor. This type matures about three or four weeks later than the Early Flowering Spencers. The flowers are very large and often attain a two-inch spread. They are enchantingly waved and frilled and usually are borne in fours. We recommend them for eastern states and the coast of California, Oregon and Washington.

LIGHT SHADES

- No. 560 **Giant Spencer Heavenly Blue**—A beautiful delphinium bluePer Pkt. 25c
- No. 561 **Giant Spencer Supreme**—Soft delicate pale pinkPer Pkt. 25c
- No. 562 **Giant Spencer Gold Crest**—A light orange tinted with salmon.....Per Pkt. 25c
- No. 563 **Giant Spencer Wembley**—Lavender shaded with pale blue.....Per Pkt. 25c
- No. 564 **Giant Spencer Avalanche**—A great glistening whitePer Pkt. 25c
- No. 565 **Giant Spencer Mary Pickford**—Very large dainty cream pink suffused with salmon. A lovely varietyPer Pkt. 50c

COLLECTION OFFER NO. 570

One packet each of our Nos. 560, 561, 562, 563, 564, and 565 (6 packets) for \$1.00



DARK SHADES

- No. 545 **Giant Spencer Tangerine**—An improved glowing orangePer Pkt. 25c
- No. 546 **Giant Spencer Defiance**—Wonderful orange scarlet. Burnless.....Per Pkt. 25c
- No. 547 **Giant Spencer Warrior**—A clear deep maroonPer Pkt. 25c
- No. 548 **Giant Spencer Royal Purple**—Large rich royal purplePer Pkt. 25c
- No. 549 **Giant Spencer Fortune**—A beautiful rich dark bluePer Pkt. 25c
- No. 550 **Giant Spencer Pinkie**—A magnificent large bright rose pink. A lovely variety.Per Pkt. 50c

COLLECTION OFFER NO. 555

One packet each of our Nos. 545, 546, 547, 548, 549, and 550 (6 packets) for \$1.00

- No. 572 **Giant Spencer Choice Mixed**—A grand mixture. All of the 12 light and dark colors and shadesLarge Pkt. 50c

CULTURAL NOTE FOR ORCHID FLOWERING

Select a rich garden soil in a sunny location. Dig out a trench 6 inches deep by 12 to 18 inches wide and put to one side. Fill in 2 to 3 inches of well-rotted manure and spade thoroughly under another 12 inches deep. Then replace top soil and work in liberal amount of bone meal 6 inches deep. Thoroughly soak with water. When dry enough to work, open a small trench 4 inches deep. Sow seed in bottom and cover about 1 inch. Fill in trench gradually as the plants grow until ground is again level. Seed should be sown 1 to 2 inches apart in the row and thinned to 6 inches, as the plants begin to crowd. Provide wire netting support as soon as the plants show. They like plenty of water and cultivation. After plants are up 12 inches, work top dressing of sheep manure and bone meal into surface of soil and water thoroughly. Repeat every three weeks.

VIOLA—Tufted Pansies

OFTEN REFERRED to as tufted Pansies, not as large, but they bloom more freely. The flowers are extremely dainty and effective. If the dead blooms are removed regularly, the blooming will be continued over a very long period of time. They are hardy and will winter over. They should be treated exactly as the pansy.

- No. 488 **Viola Cornuta Papilio**—Butterfly Blue.Per Pkt. 25c, ½ oz. \$1.00
- No. 489 **Lutea Splendens**—Canary Yellow.Per Pkt. 25c, ½ oz. \$1.00

VIRGINIAN STOCKS

A hardy annual of easy growth, producing many flowers in lively colors during spring and summer. Very often used over bulb beds and for borders, the plants attaining a height of 6 inches. Sow where they are to grow as soon as ground is warm.

- No. 646 **Fraser's Compact**—Rose.....Per Pkt. 25c
- No. 647 **Fraser's Compact**—White.....Per Pkt. 25c
- No. 648 **Fraser's Compact**—Mixed.....Per Pkt. 25c

WALLFLOWER—European

There is a good deal of sentiment that clings to this great old favorite but until recent years it has not been generally cultivated for a long time. The new types, both single and double, in the annual strains are of such easy growth and produce such superb spikes of bloom, deliciously scented and in rich colors, that they are in ever increasing demand.

- No. 878 **Wallflower Single Mix**.....Per Pkt. 25c
- No. 879 **Wallflower Double Mix**.....Per Pkt. 25c

*Illustration of Mary Pickford,
America's Sweetheart's Sweet Pea.*

Varieties of old-fashioned

FAVORITES

Sweet Wivelsfield—a recent introduction of unusual beauty.



SWEET WIVELSFIELD—

Listed here since the treatment is identical with Sweet William. This is a cross between Dianthus and Sweet William. The plant is a hardy annual, small in growth but smothered in blossoms of various shades.

No. 822 Mixed Colors Per Pkt. 50c

SWEET WILLIAM—Extraordinary NOVELTY

BABY RAMBLER SWEET WILLIAM

—Early Wonder, Double Flowering

A remarkable new development. Fraser's Baby Rambler is a cross between the perennial Double Sweet William and the Annual Sweet William, inheriting from the latter the habit of flowering from four to five months from time of sowing. January and February sowings come into bloom during early summer. Spring sowing will come into bloom during early fall.

Flowers are colorful shades of reds, pinks, salmons, cream and white with many variegated flowers, borne on long umbrella-like stems. Wonderful for cut-flowers. Plant grows approximately 14 inches high, is hardy and a vigorous grower. Likes sunny location and well drained soil. We predict that this flower will become as popular as asters, snapdragons, petunias and zinnias.

No. 823 Fraser's Baby Rambler Mixture.
Per Pkt. \$1.00; 6 Pkts. \$5.00

VERBENAS—Fraser's Grandiflora Hybrids

If you are not acquainted with the new strains of this old-time flower, they will be a revelation in beauty to you. The colors have

been intensified and can be had in much wider variation of shades, and the trusses of bloom are enormous, borne on long enough stems to permit their use for cutting flowers. They are very hardy, once established, and thrive on neglect. They should not have too rich soil nor too much water.

They can be started in the hot-bed in February and set out as soon as the ground is warm, in the East and other cold sections; in California and mild sections they can be started in seed flats in February and set out in the latter part of April.

Verbena Grandiflora Hybrids—A new strain with a robust compact habit of growth, prolifically blooming over many months. The trusses are enormous and each individual floret will measure 1 inch in diameter.

No. 431 Blue—White Eye Per Pkt. 25c

No. 432 Etna—New. Geranium red with creamy yellow eye Per Pkt. 25c

No. 434 Luminosa—Luminous flame pink shading to salmon Per Pkt. 25c

No. 436 Rosea Stellata—Rose pink, with white eye. Per Pkt. 25c

No. 437 White Per Pkt. 25c

No. 439 Fraser's Grandiflora Mixed—A fine collection of large flowered varieties. Per Pkt. 50c

No. 438 Novelty Grandiflora Lavender—Comes in shades of true lavender, with creamy white eye. A new color for verbenas, sweetly fragrant, and the best introduction of recent years Per Pkt. 50c

ZINNIAS from Fraser's California grown

OUR CALIFORNIA grown Sun-Ripened zinnia seeds produce large gorgeous flowers, rich in their respective colors. Our improved strains are known everywhere for their doubleness and size. Occasionally the first flowers appear single due to some local cultural condition, but as the plant gains strength they will produce the larger doubles. Do not be afraid to water and cultivate.

PURPLE AND GOLD COMBINATION

Our Purple and Gold Zinnia blend is a balanced formula of our Giant and Mission purples, lavenders, oranges, and several beautiful yellows, selected from our very finest strains. This combination will produce a mass of flowers in most beautiful harmony, adding a brilliant color note to your garden. These are the most gorgeous colored zinnias we have ever seen.

No. 246 **Purple and Gold Combination..Per Pkt. 50c**

1930 COMBINATION OF GIANT ZINNIAS

This collection of giant zinnias still proves to be one of our most popular groups so we are again offering it without changing any of the shades. With every mail we receive some word of praise from our customers telling us of the wonderful zinnias they have grown from this collection and you may be sure that we are going to continue to hold such confidence and that we have been even more painstaking and careful than ever in the perpetuation of this wonderful collection of seeds.

The seeds in this remarkable collection are selected from the new crop of seeds from twenty-four of the best of our Giant Mammoth

and Balloon types, and are grouped in separate shades. It is this collection that has helped make

Fraser's California-grown zinnias admired the world over for their size and coloring.

No. 240	Rose-Pink Shades	Per Pkt. 50c
No. 241	Yellow-Gold-Orange	Per Pkt. 50c
No. 242	Scarlet-Crimson Shades	Per Pkt. 50c
No. 243	Lavender-Purple Shades	Per Pkt. 50c
No. 244	New Salmon Shades.....	Per Pkt. 50c

COLLECTION OFFER NO. 245

All five of the above packets in our 1930 combination
a \$2.50 value for \$1.00

NEW 1932 GOLDEN WEST BLEND

The result of many inquiries and requests asking us for a blend of orange colors.

This combination ranges all through the rich colors of the glorious California ripening orange, some blooms even having a marking of blood orange. This blend contains the Giant Mammoth Zinnias. We recommend this combination very highly as it brings to your garden a wonderful planting of golden glowing California sunshine, the Golden Blend.

No. 248.....Per Pkt. 50c

New California
Giant Daffodil Yellow
Zinnia.



Sun-Ripened Seeds are prize

WINNERS

GIANT CALIFORNIA ZINNIAS (Mammoth Flowered Type)

WE OFFER this wonderful strain of seed in the following selected varieties. These giant flowers often attain a size of six inches or more in diameter, and come in a wide range of brilliant colors. Plants grow three feet or more and the flowers are supported on strong stems. Fraser's Giant California Zinnias are invaluable for the garden. They supply a dazzling color note, and make excellent cut flowers. Very easy of culture.

- No. 208 **Mammoth Autumn Glory**—Large buff blooms tinted with bronze, and lavender. Flowers have beautiful reflex, overlapping petals. Extra fine stems and foliage of a wonderfully soft shade.....**Per Pkt. 25c**
- No. 209 **Mammoth Orange Queen**—A wonderful large golden yellow Zinnia. A strong well formed plant with long stems.....**Per Pkt. 25c**
- No. 210 **Mammoth Orange King**—A beautiful deep orange shade. Reflexed type. Has strong stem and fine foliage..... **Per Pkt. 25c**
- No. 211 **Mammoth Scarlet Gem**—A wonder in size and depth of color. Sensational color, bright scarlet, with petals that are somewhat loose. Has fine dark green foliage. **Per Pkt. 25c**
- No. 212 **Mammoth Cerise Queen**—A cerise Rose very brilliant. Strong plant, long stems making a striking bouquet.....**Per Pkt. 25c**
- No. 214 **Mammoth Daffodil**—A brilliant canary yellow. We are proud to introduce to you this year after three years of earnest endeavor in our Mission Gardens. Well formed plant, long stems, and bloom lasts longer than most colors.....**Per Pkt. 50c**
- No. 215 **Mammoth Rose Queen**—An immense deep rose. Reflexed type. Perfectly shaped and colored flower. Foliage extends well up to the flower which is carried on long stems. **Per Pkt. 25c**
- No. 216 **Mammoth Pink Perfection**—A very beautiful delicate flesh pink. Extra fine, strong stems and luxuriant foliage.....**Per Pkt. 25c**

- No. 217 **Mammoth Pink Profusion**—A blend of delicate pinks in one bloom, making a color very pleasing to the garden, and in the home, having long stems..... **Per Pkt. 25c**
- No. 218 **Mammoth, Miss Wilmott**—A pleasing new pink. A new one. Large strong plant. One of the taller ones, nice long stems. **Per Pkt. 25c**
- No. 219 **Mammoth Enchantress**—A beautiful rose with a darker rose center. One of the largest blooms of the Giant California zinnia family. Praised highly by all who have seen it **Per Pkt. 25c**
- No. 220 **Mammoth Purity**—Reflexed petals closely overlapping to make an enormous pure white, having the flat appearance of a mushroom. Good stem and foliage. **Per Pkt. 25c**
- No. 222 **Mammoth Lemon Queen**—Petals loosely arranged (similar to Scarlet Gem) makes a magnificent bloom of lemon-yellow. **Per Pkt. 25c**
- No. 223 **Mammoth Giant Wonder Mixture**—Including all of the California Mammoth type shades in one packet. Everyone pronounces this mixture a wonder when seeing it in bloom in our Mission Gardens **Per Pkt. 50c**

COLLECTION OFFER NO. 233

Your own selection of six separate 25c packets of the above, or if no numbers are specified, we will send you our collection of seven separate packets, numbers. 211, 215, 216, 220 and 222. All for \$1.00.

- No. 247 **Art Shades**—A bed of color you will like—Deep, still bright. Consisting of bright and deep roses, brightest of yellows, brilliant orange, scarlet red, and a purple that under artificial light, takes on a most beautiful deep glowing rose. All have long stems. **Per Pkt. 50c**



Albany, N. Y.
Nov. 10th, 1931

Fraser & Son,
Gentlemen:

Enclosed find a picture of the Fort Orange Cup awarded to the amateur gardener, with the largest number of points, at the Albany Municipal Garden Show.

It will probably interest you to know it was won EXCLUSIVELY with Fraser's Zinnias.

I entered every color, size and type in the catalog, also basket and single specimen, receiving ten ribbons and the much coveted cup.

I must especially mention the large and Lilliput white which surpassed any ever seen in this vicinity.

Thanking you I remain,

Mrs. John J. Snyder.

SUN-RIPENED

Seeds grown by us

CALIFORNIA MISSION ZINNIAS (Balloon Flowered Type)

This zinnia type is an improved strain that is noted for its semi-globular form and doubleness. It is similar in habit of growth and size to the Giant California Zinnia. It is an unusually free bloomer. Our seed this year was gathered from the finest parent plants we have ever grown.

Mission Majestic Rose, Mission Fraser's Red, Mission Burnt Orange are illustrated on the front cover of this catalog.

- No. 160 **Mission Majestic Rose**—Another pleasing result of patient growing, resulting in a deep color of rose, rather deep tinged with cerise. Compact, fully rounded, bloom on strong stems. Heavy bloomer **Per Pkt. 25c**
- No. 161 **Mission White**—A lovely white of pleasing purity. A bouquet in itself....**Per Pkt. 25c**
- No. 162 **Mission Pink Shades**—A very pleasing blend of pinks, all good cut flowers. Long stems**Per Pkt. 25c**
- No. 163 **Mission Fraser's Red**—A beautiful red, the result of years of careful selection. Blooms well rounded on graceful stems. We feel a very good addition to the Balloon Zinnia family**Per Pkt. 25c**
- No. 164 **Mission Rose**—Another addition to this group. Large strong stems. The color is old rose similar to the Old Mission Garden Rose of years ago.....**Per Pkt. 25c**
- No. 165 **Mission Crimson**—A beautiful bright rich crimson. The flower has a fully rounded top of the semi-globular shape which characterizes this group.....**Per Pkt. 25c**

- No. 166 **Mission Golden Trophy**—A magnificent, perfectly shaped canary-yellow, splendid for exhibition purposes, excellent for cutting**Per Pkt. 25c**
- No. 170 **Mission Burnt Orange**—A striking flower, richly colored with a deep orange center. This variety is one of the best all purpose zinnias in the group.....**Per Pkt. 25c**
- No. 171 **Mission Royal Purple**—A purple that is royal. One of our outstanding additions to the Balloon family of zinnias. You will have to grow it to see its richness ..**Per Pkt. 25c**
- No. 172 **Mission Purple Prince**—A large, distinctive purple bloom. Although an uncommon shade, we consider it a winner in color, size and shape.....**Per Pkt. 25c**
- No. 177 **Mission Lavender Princess**—A large flower, very full and perfect in form, deep lavender in color. Borne on splendid stems, it keeps exceedingly well when cut.
Per Pkt. 25c
- No. 178 **Mission Bronze**—Soft autumn colors. The beauty of this bloom is its tinging with soft fall colors of buff, and as full bloom forms gradually tinges with pinks on outer edges of petals.....**Per Pkt. 25c**
- No. 179 **Mission Butter-cup Yellow**—A large flower of unusually fine form in a brilliant sulphur yellow shade. Slightly lower in growth, it is fine for foreground planting.
Per Pkt. 25c
- No. 181 **Mission Scarlet Beauty**—A gorgeous scarlet, splendid for mass planting. A prolific bloomer and fine cut flower. A good all-purpose zinnia**Per Pkt. 25c**
- No. 182 **Mission Salmon Queen**—A new salmon color admired by all. Fully rounded bloom on long stems. Color is bright, still delicate tinged with pink.....**Per Pkt. 25c**

COLLECTION OFFER NO. 192

Your own selection of six separate 25c packets of the above, or if no numbers are specified we will send you our collection of seven separate packets, numbers: 165, 166, 170, 172, 177, 179 and 181. All for \$1.00.

- No. 184 **Mission Grand Mixture**—Including all colors of the California Mission Balloon types. Very effective for mass planting.
Per Pkt. 50c
- No. 185 **Mission Pastel Shades**—This mixture is most pleasing and has won great favor with many of our friends. A wonderful range of delicate colors**Per Pkt. 50c**

Fraser & Son, Seed Growers
Dear Sirs:

Our Zinnias were the attraction of many visitors—all claiming they were the finest ever seen.

The colors were marvelous, so beautiful were they that a photographer who takes pictures in natural colors asked permission to take them to use on the screen for exhibitions.

Sincerely yours
Mary G. Conklin,
Rochester, N. Y.

Fraser's California Mission Burnt Orange Natural Size. Color illustrated on front cover.



are sold direct to **FLOWER-LOVERS**



*"Touch your heart
like Cupid's dart"*

*Fraser's Lilliput Zinnias
grown by Mrs. Rosalie
Kelley, Davenport, Iowa.*

CUPID LILLIPUT POM-POM ZINNIAS

(New Novelties)

INTRODUCING Fraser's improved Pom-Pom Zinnia. Excellent for cut flower and basket work as it combines successfully with other flowers. Extra strong stems will be produced when grown in rich or well fertilized soil. These are replicas in miniature of the most beautiful double giant zinnias grown, in both form and color. Grow them this year, and you will be so fascinated you'll grow them each succeeding season. We are offering Fraser's Cupid Lilliput Zinnias in a wide variety of colors. You will get best results by setting them quite close together. They are fine in borders.

No. 90 **Cupid Lilliput Irene Canary Yellow**—A brilliant splash of color for the border.

Per Pkt. 25c

No. 91 **Cupid Lilliput Edith Golden Orange**—One of the most colorful oranges. Per Pkt. 25c

No. 92 **Cupid Lilliput Mary Salmon Rose**—A most unusual zinnia shade. Per Pkt. 25c

No. 93 **Cupid Lilliput Jean Scarlet**—A dazzling keynote for the focal point of the garden. Per Pkt. 25c

No. 94 **Cupid Lilliput Pearl White**—A wonderful companion to above varieties. Per Pkt. 25c

COLLECTION OFFER NO. 99

All of the separate colors in regular full size individual packets (5 packets) \$1.00

No. 95 **Cupid Lilliput Alice Rosy Lilac**—A new novelty offered this year for the first time. A wonderful addition to your garden. Ranges in colors from silvery lilac to rosy lilac. Per Pkt. 50c

No. 100 **Cupid Zinnia Lilliput Mixture**—A well chosen blend of the above colors. Per Pkt. 50c

October 8th, 1931

Fraser & Son Ltd.,
Gentlemen:

I am happy to acquaint you with our success with your seeds. Showing at the Inter-State Fair, Trenton, one of the largest fairs in the East, in the class for the most artistic basket of flowers, ANY VARIETY OR COLOR, a brown wicker basket of Lilliput Zinnias and brown grasses won second prize. At the Trenton Fall Flower Show second in size only to Atlantic City, orange Lilliput Zinnias in a black glass vase won second in the class for living room bouquets, and Fraser's Plume Asters won first in class for the best basket or vase of Asters.

Cordially yours,

Robert H. Conover
Trenton, N. J.



Our Retail Store, Pasadena, California—where a complete Horticulture Service is rendered to the Public.

INDEX

	Page		Page		Page		Page
A		E		Page		Page	
African Orange Daisy.....	12	English Daisy.....	18	Snapdragons.....	8-9	California Poppies.....	13
Ageratum.....	7	F		Star of Bethlehem.....	29	California Wildflowers.....	14
Amaranthus.....	7	Forget-Me-Not.....	23	Stocks.....	30-31 & 34	Calliopsis—Dwarf.....	10
Anchusa.....	7	G		Strawflower.....	20	Candytuft.....	10
Antirrhinum.....	8-9	Gaillardia.....	19	Sunflower.....	29	Celosia—Plumosa Dwarf.....	11
Alyssum.....	6	Geum.....	19	Sweet Peas.....	32, 33 & 34	Cheiranthus.....	12
Asters.....	4-5-6	Godetia.....	18	Sweet Sultan.....	12	Cineraria—In shady spots.....	12
Aquilegia.....	7	Gypsophila.....	19	Sweet William.....	35	Cynoglossum.....	13
B		H		Sweet Wivelsfield.....	35	Dianthus.....	18
Baby Blue Eyes.....	23	Helianthus.....	29	T		Dimorphotheca.....	18
Baby's Breath.....	19	Helichrysum.....	20	Tidy Tips.....	21	Linaria Maroccana.....	20
Baby Rambler Sweet		Hollyhock.....	20	Tufted Pansies.....	34	Lobelia.....	19
William.....	35	K		V		Mignonette—In shady	
Bachelor's Button.....	12	Kochia.....	20	Verbenas.....	35	spots.....	23
Blue Lace Flower.....	18	L		Viola.....	34	Nasturtium—Tom Thumb	
Brown-Eyed Daisy.....	9	Layia Elegans.....	21	Virginian Stocks.....	34	Dwarfs.....	23
Burning Bush.....	20	Larkspur.....	22	W		Nemesia.....	23
Butterfly Flower.....	12	Linaria.....	20	Wallflower.....	34	Nemophila—Semi-shade	
C		Lobelia.....	19	Wildflowers.....	14	or sun.....	23
Calendula.....	10	Lupine (Annual).....	19	Z		Pansy.....	23
California Everlasting		M		Zinnias.....	36, 37, 38, 39	Petunias.....	26-27
Flower.....	20	Marigolds.....	21	PLANTS FROM SEED		Phlox Drummondii.....	25
California Poppies.....	13	Matricaria.....	28	FOR THE		Portulaca.....	28
California Wildflowers.....	14	Mignonette.....	21	ROCK GARDEN		Primula—In shady spots.....	29
Calliopsis.....	10	Morning Glory.....	23	Ageratum.....	7	Schizanthus.....	29
Candytuft.....	10	Moss Rose.....	28	Alyssum.....	6	Sweet Wivelsfield.....	35
Canterbury Bells.....	11	Myosotis.....	23	Aquilegia—Columbine—For		Sweet William (Baby	
Campanula Superba.....	11	N		shady spots.....	7	Rambler).....	35
Carnations.....	11	Nasturtium.....	23	OUR GUARANTEE		Verbenas.....	35
Celosia.....	11	Navajo Blanket Flower.....	19	We send out only vigorous, well-matured Sun-Ripened		Virginian Stocks.....	34
Celosia Cristata.....	12	Nemesia.....	23	Seeds.		Viola.....	34
Centaurea Cyanus.....	12	Nemophila.....	23	We will guarantee their vitality providing you will		Wallflowers.....	34
Centaurea Imperialis.....	12	Nicotiana Affinis.....	29	carefully follow our cultural notes printed on every seed			
Cheiranthus.....	12	P		packet. We will refund, not to exceed the purchase price,			
Chinese Forget-Me-Not.....	13	Painted Daisy.....	12	on any of our specialties that do not show a fair germina-			
Chrysanthemum (Annual).....	12	Pansies.....	24	tion within thirty days or less of planting, provided how-			
Chrysanthemum		Pentstemon.....	24	ever, that we are notified of such failure within a reason-			
(Perennial).....	15	Petunia.....	26-27	able time.			
Cinerarias.....	12	Pinks.....	18	Weather conditions, soil, and cultivation, have a large			
Clarkia Elegans.....	12	Phlox.....	25	bearing on the successful growing of plants and must be			
Cockscomb.....	12	Peek A'Boo Flower.....	27	taken into consideration. It is therefore agreed that Fraser			
Columbine.....	7	Poor Man's Orchid.....	29	& Son, Ltd., shall in no case be liable for more than the			
Coreopsis.....	12	Poppies.....	13-25	actual amount paid for seeds.			
Cosmidium.....	9	Portulaca.....	28	WHEN ORDERING			
Cosmos.....	13	Pot O'Gold.....	28	Please use the enclosed order form.			
Cynoglossum.....	13	Pot Marigold.....	10	Write your name and full address on every letter and			
D		Primula.....	28	order you send us.			
Dahlias.....	16-17	R		Be sure to order by correct catalog number to eliminate			
Daisy.....	18	Ranunculus.....	28	mistakes.			
Delphinium.....	22	Royal Crown Flower.....	19	Remit, at our risk, by money order, check, currency,			
Dianthus.....	18	S		or draft. (Please do not send stamps.)			
Didiscus.....	18	Salpiglossis.....	28	Note: The prices quoted in our catalog guarantee free and			
Dimorphotheca.....	18	Salvia.....	29	safe delivery to any part of the United States, Canada, or			
Double Cornflower.....	12	Scabiosa.....	29	Mexico.			
		Schizanthus.....	29				
		Siberian Gold Flower.....	12				

FRASER & SON Ltd.

Fraser Building - 1000 E. Colorado St. - Pasadena, California

FRASER'S CALIFORNIA EARLY LONG SEASON SWEET PEAS

**SIX SUPERB FRASER & SON
NOVELTIES OF GLORIOUS BEAUTY
SCENTED AND GIANT FRILLED VARIETIES
IN DISTINCT COLORS**

No. 1034.

No. 1031.

The best of their respective types to date. Incomparable in size, color, form and substance. A revelation in color and fragrance. Will flower two months earlier and bloom longer than any other strain. You can sow this seed early in April and gather flowers in early July. These should be in every garden.

No. 1030.

No. 1035.

No. 1033.

No. 1032.

No. 1030. Early Phyllis Fraser. The truest, clearest of all Lavender varieties. Large flowers, often two inches across **pkt. 25c**

No. 1031. Early Blaze-o'-Glory. Magnificent fiery Orange. Huge bold blossoms, and extra long stems **pkt. 25c**


No. 1032. Early Christmas Red. A glowing Poppy Scarlet. Flowers of great size, an improvement over all scarlet varieties **pkt. 25c**

No. 1033. Early Gardenia White. A mammoth flowered Pure Paper White of great substance, with black seeds. This variety has no peer **pkt. 25c**

No. 1034. Early Laddie. Blooms are Deep Rose Pink on White ground. The largest of all Rose Pinks and, under artificial light, sparkling **pkt. 25c**

No. 1035. Early Pioneer. Unusually frilly, appears double and really is. Uniform color of Rose Pink on Cream ground **pkt. 25c**

No. 1040 Special Offer ⚡ **One packet each of the above novelties—all six for \$1.00 Postpaid** ⚡



46th
Year
卐

ANNUAL ORIENTALE
POPPY

**THREE NEW AND RARE
POPPIES — NOVELTIES**

FRASER'S ANNUAL ORIENTALE POPPY. No. 1930	per pkt. 50c
FRASER'S MISSION BELL (COPPER-BRONZE) POPPY. No. 1929	per pkt. 50c
FRASER'S MEXICAN TULIP (AMARILLO-YELLOW) POPPY. No. 1928	per pkt. 50c
SPECIAL OFFER NO. 1933 —One packet each of these three beautiful new and rare distinct types of Poppies for	

\$1.00

Will bloom in 120 days from seeding